The Dissertation Committee for Jeremiah Petra Spence Certifies that this is the approved version of the following dissertation:

EXPLORING TRENDS IN BRAZILIAN TELEVISION CONSUMPTION: A QUANTITATIVE STUDY OF MAJOR URBAN CENTERS FROM 2004 TO 2014 AND A CASE STUDY OF TWO RURAL COMMUNITIES IN THE AMAZONIAN REGION

Committee:

Joseph Straubhaar, Supervisor

Wenhong Chen

Shanti Kumar

Viviana Rojas

Vanessa de Macedo Higgins Joyce

EXPLORING TRENDS IN BRAZILIAN TELEVISION CONSUMPTION: A QUANTITATIVE STUDY OF MAJOR URBAN CENTERS FROM 2004 TO 2014 AND A CASE STUDY OF TWO RURAL COMMUNITIES IN THE AMAZONIAN REGION

by

Jeremiah Petra Spence, B.A.; M.A.

Dissertation

Presented to the Faculty of the Graduate School of

The University of Texas at Austin

in Partial Fulfillment

of the Requirements

for the Degree of

Doctor of Philosophy

The University of Texas at Austin

August 2015

Dedication

My work is dedicated to all those past and present that provided a foundation and framework for me to overcome the many barriers that I have encountered along this path. Specifically, I must mention family members: Mary Elizabeth Gross, Stuart Kuik, Curtis Spence, Debra Morris, Samara Spence, Josiah Spence, Calysta Spence Bartley, Tabitha Spence and Hannah Spence. My previous partners who have walked with me down this path: Laura A.Q. Barbosa, Jussara Borges, and Nádie Machado-Spence. And, most importantly one cannot become an academic without the on-going support and mentorship of fellow academics: Joseph Straubhaar, Wenhong Chen, Viviana Rojas, Vanessa de Macedo Higgins Joyce, Sun Sun Lim, Fred Litto, Carlos Seabra, Othon Jambeiro, and the many others who have crossed my path over the years and encouraged me to progress forward, ever so gradually. And, finally to my constant friend: Chris Moyseos.

Additionally, I must highlight the role of two of my committee members more specifically: Professor Wenhong Chen and Professor Joseph Straubhaar. Just over two years ago, while performing the field research in the Amazonian region of Brazil that is outlined in chapter 2 of this dissertation, I suffered a neurological trauma, which severely impacted my intellectual capacity. The Brazilian doctors advised me to abandon the doctorate and the dissertation, and seek out something else, more appropriate, to pursue for a profession. I categorically rejected this conclusion, finished my field work, and in September 2014 returned to Austin and the University of Texas to overcome my own limitations, and to complete my doctoral studies, and continue on the path to becoming a professor, in my own right. When I returned to Austin it was Professors Wenhong Chen and Joseph Straubhaar who provided support both intellectual and financial to complete

the doctorate this summer of 2015. I am eternally grateful to both for enabling me to overcome my limitations and realizing my objective of finishing the doctoral program. The path has been hard and has not always gone as planned, but it is the community around me that has made this accomplishment possible. Finally, I am here and now because of 15 years of support, mentorship, friendship, guidance, fascinating conversations, trips to conferences, research projects, publications with my friend and advisor, Professor Joseph Straubhaar. It was in 2000, after a hiatus working in the technology sector here in Austin, that I took a course on Media and Technology in Latin America taught by Professor Straubhaar and had an "ah ha!" moment, and realized that here is something fascinating that I could envision studying for the next several years. The next month I submitted my first paper to an academic conference and several months later I applied to the Masters of Arts program here in the Department of Radio, TV and Film at the University of Texas at Austin. Before long I discovered I had a talent for the research process, and, as the saying goes, the rest is history.

Acknowledgments

I wish to acknowledge the on-going support of the Department of Radio, Television and Film over these many years, especially the long-term support staff: Bert Herigstad, Gloria Holder, Michelle Monk, Susan Dirks, Char Burke, and Stephanie Crouch. I also wish to acknowledge the role of Luiz Duarte, Ph.D. of DirectTV Latin America and Jimena Urquijo of Kantar Media in facilitating access to the TGI Latina databases. Additionally, to express my gratitude for the research funding that I received from the Amon G. Carter Foundation through the Amon G. Carter Foundation Centennial Professorship of Joseph Straubhaar, as well as, research funding from the Ford Foundation through the research project of Wenhong Chen. Finally, I must express my gratitude for the guidance and support of Mr. Glenn H. Johnson and his staff.

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Jeremiah Petra Spence, Ph.D.

The University of Texas at Austin, 2015

Supervisor: Joseph D. Straubhaar

This dissertation has the objective of expanding the frontiers of understanding of audience research with television viewers in Brazil, given the data available for this study. This dissertation emphasizes the importance of examining the infrastructure serving rural communities, as it frequently presents the largest barrier to those populations adopting and utilizing media and new media technologies, and I reflect of the detrimental role that political corruption has on the development process in rural communities, focusing on the case of Juara. This dissertation expands on the cultural proximity work of Joseph Straubhaar (1983; 1991) with a deeper exploration of the relationship of the Brazilian audience with preferences for subtitled versus dubbed foreign content. Importantly, this dissertation modifies the prior conclusions presented in cultural proximity theory – mainly, that the Brazilian audience should prefer content in this order: National -> Regional -> U.S.; rather, this dissertation concludes, clearly based on the data reported, that instead the Brazilian audience currently prefers content in this order: National -> U.S. -> Regional.

Table of Contents

List of Tables xi

List of Figures xvi

List of Illustrations xxiv

INTRODUCTION **1**

Overview of the Dataset 4

Methodological Clarification 5

Introducing the TGI Survey Sample 6

CHAPTER 1. OVERVIEW OF MEDIA IN BRAZIL **10**

Social and economic context for media in Brazil 10

Ownership of Electronic Media in Brazil 15

Decentralized structure of Brazil: national, state, local 17

History of Brazilian Radio 17

History of Brazilian Television 19

Nationalization of telecommunications companies 22

Latin American Television Overview 25

Brazil, a Regional Media Giant 28

Brief Trajectory of Pay TV in Brazil 29

Cable penetration by age and class in the Southeastern: the most industrialized region 31

Satellite penetration by age and class in the Southeastern: the most industrialized region 33

CHAPTER 2. FRAIL INFRASTRUCTURE ON THE PERIPHERY: AN EXAMINATION OF MEDIA AND INTERNET ON THE WESTERN FRONTIER OF BRAZIL **40**

The physical context of Juina and Juara, in the Southern Amazon Rain Forest....41

Energy Infrastructure in Juara and Juína 43

Telephone Infrastructure in Juara and Juína 44

Internet Infrastructure in Juara and Juína.....45

Radio in Juara and Juína 50

Television in Juara and Juína.....53

Within the National Context 55

CHAPTER 3. CULTURAL PROXIMITY AND LINGUISTIC PREFERENCES IN MEDIA HABITS 57

Dependency on U.S. in television and Cultural Imperialism.....58

National production 59

Cultural Proximity 59

Slight Increases in National Program Preference: Brazil 61

Language Preference Among Brazilian TV Consumers.....62

Dubbing versus Subtitles Preference Among Brazilian TV Consumers 71

CHAPTER 4. GENRE PREFERENCES AMONG BRAZILIAN TELEVISION CONSUMERS83

National Program Preferences 85

Cultural, Economic and Linguistic Capital and Viewing Preferences 86

Cultural capital.....86

Economic capital.....89

Linguistic capital.....91

Age and Foreign television programming 93

News Genre: Domestic, Local and International.....95

Soap Opera Genre: Domestic and International 107

Series Genre: Domestic and International 116

Talk Shows and Variety Shows Genres.....125

Science and Technology, and Sci-fi Genres 132

Cartoon Genres 140

CHAPTER 5. CONCLUSION **145**

Framing the Discussion.....146

Limits and Ideas for Further Research.....149

APPENDIX 1 – RESEARCH PROTOCOL IN MATO GROSSO **150**

APPENDIX 2 – BRAZILIAN ABEP SES STATUS DOCUMENTATION **151**

APPENDIX 3 – DATA TABLES **158**

BIBLIOGRAPHY **190**

VITA. **197**

List of Tables

Table 1. Brazil TGI Survey Sample Cities 7

Table 2. Cities to Regions. 8

Table 3.1: Genres Preferences vs. General Sample, Brazil 62

Table 4.1: Genres x National Origin Preferences vs. General Sample, Brazil 84

Table 4.2: Viewing Preferences among Primary Level Educated Respondents for Programming from Brazil (Domestic), USA, Europe and Other Latin American Country.....88

Table 4.3: Viewing Preferences among Secondary Level Educated Respondents for Programming from Brazil (Domestic), USA, Europe and Other Latin American Country.....90

Table 4.4: Viewing Preferences among University Level Educated Respondents for Programming from Brazil (Domestic), USA, Europe and Other Latin American Country.....90

Table 4.5: Linguistic Capital Measure of Levels English Comprehension in Brazil93

Table 4.6: Viewing Preferences among age cohort 12-30.....94

Table 4.7: Viewing Preferences among age cohort 31-55.....94

Table 4.8: Viewing Preferences among age cohort 56+.....95

Table A3-1: Multichannel Penetration: Reception – Cable – SE Region.....158

Table A3-2: Multichannel Penetration: Reception – Cable – CW Region.....158

Table A3-3: Multichannel Penetration: Reception – Cable – NE Region.....159

Table A3-4: Multichannel Penetration: Reception – Cable – S Region 159

Table A3-5: Multichannel Penetration: Reception – Satellite – SE Region.....159

Table A3-6: Multichannel Penetration: Reception – Satellite – CW Region 160

Table A3-7: Multichannel Penetration: Reception – Satellite – NE Region 160
Table A3-8: Multichannel Penetration: Reception – Satellite – S Region 161
Table A3-9: Spanish Preference – SE Region 161
Table A3-10: Spanish Preference – CW Region 161
Table A3-10: Spanish Preference – NE Region 162
Table A3-11: Spanish Preference – S Region.....162
Table A3-12: English Preference – SE Region.....162
Table A3-13: English Preference – CW Region.....163
Table A3-14: English Preference – NE Region.....163
Table A3-14: English Preference – S Region 163
Table A3-15: Programs/Films - USA Preference – SE Region.....164
Table A3-16: Programs/Films - USA Preference – CW Region 164
Table A3-17: Programs/Films - USA Preference – NE Region 164
Table A3-18: Programs/Films - USA Preference – S Region 165
Table A3-19: Programs/Films - Domestic Preference – SE Region.....165
Table A3-20: Programs/Films - Domestic Preference – CW Region.....165
Table A3-21: Programs/Films - Domestic Preference – NE Region.....166
Table A3-22: Programs/Films - Domestic Preference – S Region 166
Table A3-23: Programs/Films – Other Latin American Countries Preference – SE Region 166
Table A3-24: Programs/Films – Other Latin American Countries Preference –CW Region 167
Table A3-25: Programs/Films – Other Latin American Countries Preference – NE Region 167

Table A3-26: Programs/Films – Other Latin American Countries Preference – S Region 167
Table A3-27: Programs/Films – Europe Preference – SE Region 168
Table A3-28: Programs/Films – Europe Preference – CW Region 168
Table A3-29: Programs/Films – Europe Preference – NE Region 168
Table A3-30: Programs/Films – Europe Preference – S Region 169
Table A3-31: Prefer Dubbing - Series – SE Region 169
Table A3-32: Prefer Dubbing - Series – CW Region 169
Table A3-33: Prefer Dubbing - Series – NE Region 170
Table A3-34: Prefer Dubbing - Series – S Region 170
Table A3-35: Prefer Subtitles - Series – SE Region 170
Table A3-36: Prefer Subtitles - Series – CW Region 171
Table A3-37: Prefer Subtitles - Series – NE Region 171
Table A3-38: Prefer Subtitles - Series – S Region 171
Table A3-39: Prefer Original Language - Series – SE Region 172
Table A3-40: Prefer Original Language - Series – CW Region 172
Table A3-41: Prefer Original Language - Series – NE Region 172
Table A3-42: Prefer Original Language - Series – S Region 173
Table A3-43: Prefer Local News – SE Region 173
Table A3-44: Prefer Local News – CW Region 173
Table A3-45: Prefer Local News – NE Region 174
Table A3-46: Prefer Local News – S Region 174
Table A3-47: Prefer National News – SE Region 174
Table A3-48: Prefer National News – CW Region 175
Table A3-49: Prefer National News – NE Region 175

Table A3-50: Prefer National News – S Region.....175
Table A3-51: Prefer International News – SE Region.....176
Table A3-52: Prefer International News – CW Region.....176
Table A3-53: Prefer International News – NE Region.....176
Table A3-54: Prefer International News – S Region.....177
Table A3-55: Prefer Talk Shows – SE Region.....177
Table A3-56: Prefer Talk Shows – CW Region.....177
Table A3-56: Prefer Talk Shows – NE Region.....178
Table A3-57: Prefer Talk Shows – S Region.....178
Table A3-58: Prefer Variety Shows – SE Region.....178
Table A3-59: Prefer Variety Shows – CW Region.....179
Table A3-60: Prefer Variety Shows – NE Region.....179
Table A3-61: Prefer Variety Shows – S Region.....179
Table A3-62: Prefer Brazilian Series – SE Region.....180
Table A3-63: Prefer Brazilian Series – CW Region.....180
Table A3-64: Prefer Brazilian Series – NE Region.....180
Table A3-65: Prefer Brazilian Series – S Region.....181
Table A3-66: Prefer International Series – SE Region.....181
Table A3-67: Prefer International Series – CW Region.....181
Table A3-68: Prefer International Series – NE Region.....182
Table A3-69: Prefer International Series – S Region.....182
Table A3-70: Prefer Cartoons – SE Region.....182
Table A3-71: Prefer Cartoons – CW Region.....183
Table A3-72: Prefer Cartoons – NE Region.....183
Table A3-73: Prefer Cartoons – S Region.....183

Table A3-74: Prefer Brazilian Soap Operas – SE Region 184
Table A3-75: Prefer Brazilian Soap Operas – CW Region 184
Table A3-76: Prefer Brazilian Soap Operas – NE Region 184
Table A3-77: Prefer Brazilian Soap Operas – S Region.....185
Table A3-78: Prefer International Soap Operas – SE Region 185
Table A3-79: Prefer International Soap Operas – CW Region.....185
Table A3-80: Prefer International Soap Operas – NE Region.....186
Table A3-81: Prefer International Soap Operas – S Region.....186
Table A3-82: Prefer Science and Technology Programming – SE Region.....186
Table A3-83: Prefer Science and Technology Programming – CW Region 187
Table A3-84: Prefer Science and Technology Programming – NE Region 187
Table A3-85: Prefer Science and Technology Programming – S Region 187
Table A3-86: Prefer Science Fiction Programming – SE Region 188
Table A3-87: Prefer Science Fiction Programming – CW Region.....188
Table A3-88: Prefer Science Fiction Programming – NE Region.....188
Table A3-89: Prefer Science Fiction Programming – S Region.....189

List of Figures

Figure 1.1 – Multichannel Penetration via Cable in São Paulo, Rio de Janeiro and Belo Horizonte from 2004 to 2014 by Social Class and Age Cohort. Source: TGI Latina. 32

Figure 1.2 – Multichannel Penetration via Satellite in São Paulo, Rio de Janeiro and Belo Horizonte from 2004 to 2014 by Social Class and Age Cohort. Source: TGI Latina. 33

Figure 1.3 – Multichannel Penetration via Cable in Curitiba and Porto Alegre from 2004 to 2014 by Social Class and Age Cohort. Source: TGI Latina.34

Figure 1.4 – Multichannel Penetration via Satellite in Curitiba and Porto Alegre from 2004 to 2014 by Social Class and Age Cohort. Source: TGI Latina.35

Figure 1.5 – Multichannel Penetration via Cable in Fortaleza, Recife and Salvador from 2004 to 2014 by Social Class and Age Cohort. Source: TGI Latina. 36

Figure 1.6 – Multichannel Penetration via Satellite in Fortaleza, Recife and Salvador from 2004 to 2014 by Social Class and Age Cohort. Source: TGI Latina. 37

Figure 1.7 – Multichannel Penetration via Cable in Brasilia from 2004 to 2014 by Social Class and Age Cohort. Source: TGI Latina. 38

Figure 1.8 – Multichannel Penetration via Satellite in Brasilia from 2004 to 2014 by Social Class and Age Cohort. Source: TGI Latina. 39

Figure 3.1 - Changing Preferences for National, Regional and US Programming in Brazil.....61

Figure 3.2 – Viewing preference for Spanish in São Paulo, Rio de Janeiro and Belo Horizonte from 2004 to 2014 by Social Class and Age Cohort. Source: TGI Latina.....63
Figure 3.3 – Viewing preference for Spanish in Curitiba and Porto Alegre from 2004 to 2014 by Social Class and Age Cohort. Source: TGI Latina. 64
Figure 3.4 – Viewing preference for Spanish in Brasilia from 2004 to 2014 by Social Class and Age Cohort. Source: TGI Latina. 65
Figure 3.5 – Viewing preference for Spanish in Fortaleza, Recife and Salvador from 2004 to 2014 by Social Class and Age Cohort. Source: TGI Latina.66
Figure 3.6 – Viewing preference for English in São Paulo, Rio de Janeiro and Belo Horizonte from 2004 to 2014 by Social Class and Age Cohort. Source: TGI Latina.....67
Figure 3.7 – Viewing preference for English in Curitiba and Porto Alegre from 2004 to 2014 by Social Class and Age Cohort. Source: TGI Latina. 68
Figure 3.8 – Viewing preference for English in Brasilia from 2004 to 2014 by Social Class and Age Cohort. Source: TGI Latina. 69
Figure 3.9 – Viewing preference for English in Fortaleza, Recife and Salvador from 2004 to 2014 by Social Class and Age Cohort. Source: TGI Latina.70
Figure 3.10 – Prefers dubbing of series in São Paulo, Rio de Janeiro and Belo Horizonte from 2004 to 2014 by Social Class and Age Cohort. Source: TGI Latina.....72
Figure 3.11 – Prefers dubbing of series in Curitiba and Porto Alegre from 2004 to 2014 by Social Class and Age Cohort. Source: TGI Latina. 73
Figure 3.12 – Prefers dubbing of series in Brasilia from 2004 to 2014 by Social Class and Age Cohort. Source: TGI Latina. 74

Figure 3.13 – Prefers dubbing in series in Fortaleza, Recife and Salvador from 2004 to 2014 by Social Class and Age Cohort. Source: TGI Latina. 75
Figure 3.14 – Prefers subtitles of series in São Paulo, Rio de Janeiro and Belo Horizonte from 2004 to 2014 by Social Class and Age Cohort. Source: TGI Latina.....76
Figure 3.15 – Prefers subtitles of series in Curitiba and Porto Alegre from 2004 to 2014 by Social Class and Age Cohort. Source: TGI Latina. 77
Figure 3.16 – Prefers subtitles of movies in Brasilia from 2004 to 2014 by Social Class and Age Cohort. Source: TGI Latina. 78
Figure 3.17 – Prefers original language without subtitles in series in São Paulo, Rio de Janeiro and Belo Horizonte from 2004 to 2014 by Social Class and Age Cohort. Source: TGI Latina.....79
Figure 3.18 – Prefers original language without subtitles in series in Curitiba and Porto Alegre from 2004 to 2014 by Social Class and Age Cohort. Source: TGI Latina. 80
Figure 3.19 – Prefers original language without subtitles in series in Brasilia from 2004 to 2014 by Social Class and Age Cohort. Source: TGI Latina.81
Figure 3.20 – Prefers original language without subtitles in series in Fortaleza, Recife and Salvador from 2004 to 2014 by Social Class and Age Cohort. Source: TGI Latina. 82
Figure 4.1 - Changing Preferences for National, Regional and US Programming in Brazil.....85
Figure 4.2 – Prefers local news in São Paulo, Rio de Janeiro and Belo Horizonte from 2004 to 2014 by Social Class and Age Cohort. Source: TGI Latina.96

Figure 4.3 – Prefers local news in Curitiba and Porto Alegre from 2004 to 2014 by Social Class and Age Cohort. Source: TGI Latina. 97
Figure 4.4 – Prefers local news in Brasilia from 2004 to 2014 by Social Class and Age Cohort. Source: TGI Latina.....98
Figure 4.5 – Prefers local news in Fortaleza, Recife and Salvador from 2004 to 2014 by Social Class and Age Cohort. Source: TGI Latina. 99
Figure 4.6 – Prefers national news in São Paulo, Rio de Janeiro and Belo Horizonte from 2004 to 2014 by Social Class and Age Cohort. Source: TGI Latina. 100
Figure 4.7 – Prefers national news in Curitiba and Porto Alegre from 2004 to 2014 by Social Class and Age Cohort. Source: TGI Latina. 101
Figure 4.8 – Prefers national news in Brasilia from 2004 to 2014 by Social Class and Age Cohort. Source: TGI Latina.....102
Figure 4.9 – Prefers national news in Fortaleza, Recife and Salvador from 2004 to 2014 by Social Class and Age Cohort. Source: TGI Latina. 103
Figure 4.10 – Prefers international news in São Paulo, Rio de Janeiro and Belo Horizonte from 2004 to 2014 by Social Class and Age Cohort. Source: TGI Latina.....104
Figure 4.11 – Prefers international news in Curitiba and Porto Alegre from 2004 to 2014 by Social Class and Age Cohort. Source: TGI Latina. 105
Figure 4.12 – Prefers international news in Brasilia from 2004 to 2014 by Social Class and Age Cohort. Source: TGI Latina. 106
Figure 4.13 – Prefers international news in Forteleza, Recife and Salvador from 2004 to 2014 by Social Class and Age Cohort. Source: TGI Latina. 107

Figure 4.14 – Prefers Brazilian soap operas in São Paulo, Rio de Janeiro and Belo Horizonte from 2004 to 2014 by Social Class and Age Cohort. Source: TGI Latina.....109
Figure 4.15 – Prefers Brazilian soap operas in Curitiba and Porto Alegre from 2004 to 2014 by Social Class and Age Cohort. Source: TGI Latina. 110
Figure 4.16 – Prefers Brazilian soap operas in Brasilia from 2004 to 2014 by Social Class and Age Cohort. Source: TGI Latina. 111
Figure 4.17 – Prefers Brazilian soap operas in Fortaleza, Recife and Salvador from 2004 to 2014 by Social Class and Age Cohort. Source: TGI Latina.112
Figure 4.18 – Prefers international soap operas in São Paulo, Rio de Janeiro and Belo Horizonte from 2004 to 2014 by Social Class and Age Cohort. Source: TGI Latina.....113
Figure 4.19 – Prefers international soap operas in Curitiba and Porto Alegre from 2004 to 2014 by Social Class and Age Cohort. Source: TGI Latina.114
Figure 4.20 – Prefers international soap operas in Brasilia from 2004 to 2014 by Social Class and Age Cohort. Source: TGI Latina. 115
Figure 4.21 – Prefers international soap operas in Fortaleza, Recife and Salvador from 2004 to 2014 by Social Class and Age Cohort. Source: TGI Latina.116
Figure 4.22 – Prefers Brazilian series in São Paulo, Rio de Janeiro and Belo Horizonte from 2004 to 2014 by Social Class and Age Cohort. Source: TGI Latina.....117
Figure 4.23 – Prefers Brazilian series in Curitiba and Porto Alegre from 2004 to 2014 by Social Class and Age Cohort. Source: TGI Latina. 118
Figure 4.24 – Prefers Brazilian series in Brasilia from 2004 to 2014 by Social Class and Age Cohort. Source: TGI Latina. 119

Figure 4.25 – Prefers Brazilian series in Fortaleza, Recife and Salvador from 2004 to 2014 by Social Class and Age Cohort. Source: TGI Latina. 120
Figure 4.26 – Prefers international series in São Paulo, Rio de Janeiro and Belo Horizonte from 2004 to 2014 by Social Class and Age Cohort. Source: TGI Latina.....121
Figure 4.27 – Prefers international series in Curitiba and Porto Alegre from 2004 to 2014 by Social Class and Age Cohort. Source: TGI Latina. 122
Figure 4.28 – Prefers international series in Brasilia from 2004 to 2014 by Social Class and Age Cohort. Source: TGI Latina. 123
Figure 4.29 – Prefers international series in Fortaleza, Recife and Salvador from 2004 to 2014 by Social Class and Age Cohort. Source: TGI Latina. 124
Figure 4.30 – Prefers variety shows in São Paulo, Rio de Janeiro and Belo Horizonte from 2004 to 2014 by Social Class and Age Cohort. Source: TGI Latina. 125
Figure 4.31 – Prefers sports news in Curitiba and Porto Alegre from 2004 to 2014 by Social Class and Age Cohort. Source: TGI Latina. 126
Figure 4.32 – Prefers sports news in Brasilia from 2004 to 2014 by Social Class and Age Cohort. Source: TGI Latina.....127
Figure 4.33 – Prefers variety show in Fortaleza, Recife and Salvador from 2004 to 2014 by Social Class and Age Cohort. Source: TGI Latina. 128
Figure 4.34 – Prefers talk shows in São Paulo, Rio de Janeiro and Belo Horizonte from 2004 to 2014 by Social Class and Age Cohort. Source: TGI Latina. 129
Figure 4.35 – Prefers talk shows in Curitiba and Porto Alegre from 2004 to 2014 by Social Class and Age Cohort. Source: TGI Latina. 130

Figure 4.36 – Prefers talk shows in Brasilia from 2004 to 2014 by Social Class and Age Cohort. Source: TGI Latina.....131
Figure 4.37 – Prefers talk shows in Fortaleza, Recife and Salvador from 2004 to 2014 by Social Class and Age Cohort. Source: TGI Latina. 132
Figure 4.38 – Prefers science fiction movies in São Paulo, Rio de Janeiro and Belo Horizonte from 2004 to 2014 by Social Class and Age Cohort. Source: TGI Latina.....133
Figure 4.39 – Prefers science fiction movies in Curitiba and Porto Alegre from 2004 to 2014 by Social Class and Age Cohort. Source: TGI Latina. 134
Figure 4.40 – Prefers science fiction movies in Brasilia from 2004 to 2014 by Social Class and Age Cohort. Source: TGI Latina. 135
Figure 4.41 – Prefers science fiction movies in Fortaleza, Recife and Salvador from 2004 to 2014 by Social Class and Age Cohort. Source: TGI Latina.136
Figure 4.42 – Prefers science and technology programming in São Paulo, Rio de Janeiro and Belo Horizonte from 2004 to 2014 by Social Class and Age Cohort. Source: TGI Latina. 137
Figure 4.43 – Prefers science and technology programming in Curitiba and Porto Alegre from 2004 to 2014 by Social Class and Age Cohort. Source: TGI Latina. 138
Figure 4.44 – Prefers science and technology programming in Brasilia from 2004 to 2014 by Social Class and Age Cohort. Source: TGI Latina. 139
Figure 4.45 – Prefers science and technology programming in Fortaleza, Recife and Salvador from 2004 to 2014 by Social Class and Age Cohort. Source: TGI Latina.....140

Figure 4.46 – Prefers cartoons in São Paulo, Rio de Janeiro and Belo Horizonte from 2004 to 2014 by Social Class and Age Cohort. Source: TGI Latina.141
Figure 4.47 – Prefers cartoons in Curitiba and Porto Alegre from 2004 to 2014 by Social Class and Age Cohort. Source: TGI Latina. 142
Figure 4.48 – Prefers cartoons in Brasilia from 2004 to 2014 by Social Class and Age Cohort. Source: TGI Latina. 143
Figure 4.49 – Prefers cartoons in Fortaleza, Recife and Salvador from 2004 to 2014 by Social Class and Age Cohort. Source: TGI Latina. 144

List of Illustrations

Image 1: Regional map of Cuiabá, Juara, and Juína in the state of Mato Grosso, Brazil. Source: Google Maps Engine.....40

Image 2. SATT Technologies installing the radio internet broadcast receiver antennae on top of a 50 foot metal tower in Juara, Mato Grosso in 2013. 46

Image 3. nivelNet Internet Service Provider 25db radio antennae that is attached to the roof of a home or business and communicates with the antennae in image 2.....47

Image 4. Bridge over the Rio do Sangue, or Blood River, on the road from Brasnorte to Juara, Mato Grosso. The wooden bridge on the left is the current bridge and the cement bridge on the right that has been blocked due to corruption and which would support the fiber optic line contracted for the town of Juara. 48

Image 5: A *bilatinha* [little note] that I was asked to read on-air during my visit to Radio Tucunaré in Juara, Brazil. The note is from the Tabe Ranch and was submitted by Dyreice and Thaimara, and says, “Hi Valéria and Didi, we offer the final hymn for Alcemir, Rose, Thalita, Anderson and Sandro, Chico, Cirlei, Clodoaldo, Cleiton, Cleidimar, Kebinho, Jessica, Nata and Seiseile, everyone at the radio station and all my family.” Basically saying hello to all their friends also listening to the radio station. An average radio show could include several dozen of these messages. 51

Image 6. The *parabolica* (parabolic antenna) made by Century is a 3 foot wide aluminum mesh satellite antennae sold for $300 Brazilian Reais or $150 U.S. Dollars is the most popular for most lower and middle income households in the region.....54

INTRODUCTION

This doctoral dissertation is the sum total of more than a decade of on-the-ground research in Brazil examining many aspects of media and technology adoption and use habits. As researchers familiar with Brazil are aware, it is a huge country. Land wise Brazil is larger than the continental United States and as of 2013 the population of Brazil was at least 200.4 million people (for reference: the 2013 population of the United States is 316.5 million people) (WDI, 2015).

This dissertation has the objective of expanding the frontiers of understanding of audience research with television viewers in Brazil, given the data available for this study. This dissertation will emphasize the importance of examining the infrastructure serving rural communities, as it frequently presents the largest barrier to those populations adopting and utilizing media and new media technologies, and I will reflect of the detrimental role that political corruption has on the development process in rural communities, focusing on the case of Juara. This dissertation will expand on the cultural proximity work of Joseph Straubhaar (1983; 1991) with a deeper exploration of the relationship of the Brazilian audience with preferences for subtitled versus dubbed foreign content. Importantly, this dissertation will modify the prior conclusions presented in cultural proximity theory – mainly, that the Brazilian audience should prefer content in this order: National -> Regional -> U.S.; rather, this dissertation concludes, clearly based on the data reported, that instead the Brazilian audience currently prefers content in this order: National -> U.S. -> Regional. A second important finding to be reported is the importance of regional differences within Brazil. This reinforces the notion that an examination of Brazil solely at a national level misses the richness and variety that is a country as large as Brazil. Further, this dissertation will find that linguistic capital is even more related to interest in U.S. TV programming than is general cultural capital. There is an overall shift in audience preferences away from nationally (Brazilian) produced soap operas that dominate TV Globo to a more varied viewership

given the increasing number of channels available to Brazilians on subscription cable or satellite services. As Brazilians are getting richer, they are increasingly opting for subscription cable or satellite services, and in doing so their viewing habits are shifting away from traditional genres, such as soap operas and variety shows, to include a greater variety of genres including series, international series, cartoons, science and technology, and science fiction, among others. Much of this has been made possible by an increased amount of international programming being dubbed into Brazilian Portuguese. This dissertation will find that there has been a shift away from watching subtitled material – this is likely due to the increase in dubbed material.

The enormity of Brazil creates a number of challenges in examining any single phenomenon occurring across the national space. Just recently at ALAIC, an academic conference on media in Latin America in May 2015, the learned scholars referred to many trends taking place in Brazil; however, upon closer examination they were referring to phenomena taking place in São Paulo or Rio de Janeiro, the two largest cities and the two cities most visited by foreigners. This focus on São Paulo and Rio results in a myopic understanding of a rapidly changing and multifaceted multitude of differing realities confronting modern Brazil, and as a result challenging the contemporary Brazilianist seeking an understanding of the past, present and near future of Brazil to find novel tools to document the changes taking place.

Herein two exercises are intersected to gain a deeper insight into media and technology adoption and use across Brazil. The first exercise undertaken involves reporting and reflecting upon an in-depth study of two rural communities in far western Brazil conducted during a two year sojourn into the hinterlands of the southern Amazon – specifically focused on the two communities of Juara and Juína, Mato Grosso from 2011 to 2013. The case study considered the adoption and use of media and technology adoption and use in these and surrounding communities, with a specific focus on the questions of infrastructure. The second exercise is the result of an on-going collaborative relationship between Dr. Joseph Straubhaar of the Department of Radio, TV and Film at the University of Texas at Austin and Dr. Luiz Duarte of DIRECTV Latin America, with

Jimena Urquijo of Kantar Media/IBOPE Brasil, and Dr. Vanessa di Macedo Higgins Joyce of Texas State University at San Marcos, as well as, doctoral students Vinicio Sinta, Adolfo Mora and Victor M. Garcia, all at the University of Texas at Austin.

Further, to make clear, I performed this research and wrote this dissertation as a part of a larger project on Cable Television in Latin America with Joseph Straubhaar, Ph.D., Vanessa Higgins Joyce, Ph.D., Luiz Duarte, Ph.D., Vinicio Sinta, M.A. and Adolfo Mora, M.A. at the Department of Radio, TV and Film at the University of Texas at Austin. The larger project, which will result in a book on Cable Television in Latin America, which is forthcoming, focuses on Latin America in the aggregate and briefly on the individual eight countries covered in the project. This dissertation, however, diverges from that study in focusing solely and in great depth and detail on Brazil and the nine major metropolitan regions that form the four regions used in the analysis. Notably, the theoretical focus on cultural proximity and cultural capital that I use in the dissertation is shared, in part, with the same themes in the larger project. I contributed to the theoretical language of the larger project, but so did others. Some of the theoretical language of the dissertation is the same as that of the book, but has been authorized by Dr. Straubhaar as having enough of my own interpretation to state as my own.

Through the relationship between Drs. Straubhaar and Duarte, our research group has been able to gain access to the Target Group Index (TGI) Latina and TGI.Net Latam databases gathered and managed by Kantar Media of Miami, Florida. The details of these databases are explored later in the introduction; however, they include upward of 64,000 door-to-door interviews gathered twice annually since 2004 in 9 major capitals across Brazil covering a rich assortment of data concerning demographics, television, internet, consumption habits, psychographic indicators and other items. This dissertation explores a subset of this data and focuses on the changes across time in the different regions measured. This is a unique and fruitful contribution to the academic discourse as these enormous datasets have seldom been available to academics before. The inclusion of both exercises in this dissertation will allow for a limited comparison and contrasting of use habits between urban regional centers and rural isolated communities. Because use

of the TGI starts in Chapter One, basic information on the sample, the cities and regions involved, the database itself, as well as some key categories immediately follows.

Overview of the Dataset

This study engages in secondary analysis of data from the TGI Latina survey, a media and product consumption study conducted annually in eight Latin American countries by the Miami-based marketing intelligence firm Kantar Media, with fieldwork by IBOPE (*Instituto Brasileiro de Opinião Pública e Estatística*) and related research companies. The rich amount of data provided by the TGI Latina survey allows for a comprehensive look at demographic, attitudinal and structural factors that are related to media use habits, including the possession of multichannel television vs. broadcast television, the increasing use of Internet-based television, the choice of national vs. other kinds of programming, choices among television genres, and the development of new kinds of television viewers and users, by age, by class (both wealth and education), by language knowledge and use, and by more or less cosmopolitan attitudes toward television and other forms of communication. The longitudinal nature of the data, from 2004 to 2014, also affords the research team with an opportunity to better understand emerging class formations and their television viewing practices engaging in the expense of a series of broad multinational surveys.

Further, cities may play an important role in the formation of what Ferreira, et al. (2012) terms the "new middle class," due to their larger spheres of formal employment and opportunities for consumption. For researchers interested in issues of social stratification, using market-research data may provide an opportunity to examine populations too difficult or expensive to survey.

The surveys used for this study were conducted door-to-door with a combination of interviews and, in the case of the parallel study of the principle shopper in each home, a paper survey left behind by the interviewer. Interviewers followed a skip pattern for sampling based on the physical location of respondents' homes. Since response rates were low among some important demographic groups – particularly high SES households – TGI Latina weighted the responses to better represent the overall population.

Although the 2013 sample has so far been the largest, all the samples for the various years were very large, surpassing 10,000 respondents. All of the cross-tabs we generated for analysis were significant at either the P>.05 or the P >.01 level, estimated by calculating the chi square statistic. While there is the possibility of an overestimation of statistical significance due to the size of the sample, the focus of the analysis and interpretation of results will focus on the most illustrative relationships.

Methodological Clarification

Although this data was originally collected in the form of a door-to-door survey implemented by Kantar Media's research partners in each country the author and the research collaborators were only given limited access to anonymous, weighted, aggregated data. Further, the arrangement with Kantar Media stipulated that our access to the data was mediated through their software tool, Choices, which provided limited statistical access to the data. The tool permits the researcher to perform crosstabs, correspondence analysis and cluster analysis; however, performing more complex secondary analysis such as regression or factor analysis was not permitted. Within the crosstabs function of the tool there is a function that indicates statistical significance of given cells. This dissertation analyzes on outcomes generated from the crosstabs

function of the Choices tool. Although it would perhaps be preferable to perform more advanced secondary analysis in SPSS, or similar, this is not possible due to the terms of the license with Kantar Media. Despite this limitation, the scope and enormity of the data available from TGI Latina is impressive and generates important outcomes worth examining and reporting to the academic community.

Introducing the TGI Survey Sample

The data from Kantar Media includes the TGI (Target Group Index) Latina, and the TGI Latina data is limited the years 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013 and 2014. Between the 2004 and 2014 years, the sample included the following cities in Brazil: Brasilia (D.F.), Belo Horizonte, Curitiba, Fortaleza, Porto Alegre, Recife, Rio de Janeiro, Salvador, and São Paulo. In addition, for certain years the dataset also includes: Interior São Paulo (Total), Campinas, Interior São Paulo (without Campinas), and the Interior South/South-east. For the sake of clarity, this dissertation will limit itself to the nine major cities covered across the entire 2004 to 2014 time span, which are detailed in Table 1.

Table 1. Brazil TGI Survey Sample Cities

	Total Population 2014*	Total Surveys 2014**	Percentage of Population Sampled	Total Surveys 2004-2014**
Belo Horizonte	5,767,414	4,218	0.0731%	40,033
Brasília	4,118,154	2,166	0.0526%	19,783
Curitiba	3,414,115	2,473	0.0724%	24,139
Fortaleza	3,818,380	2,901	0.0760%	27,241
Porto Alegre	4,161,237	2,405	0.0578%	23,714
Recife	3,887,261	3,015	0.0776%	29,593
Rio de Janeiro	12,116,616	9,362	0.0773%	90,461
Salvador	3,919,864	3,022	0.0771%	29,000
São Paulo	20,935,204	16,596	0.0793%	159,140
Total:	62,138,245	46,158	0.0743%	443,104

Notes:

* Metropolitan area estimates as of 1 July 2014 from IBGE. Source: City Population Website (http://www.citypopulation.de/php/brazil-metro.php)

** These numbers of surveys are after the weighting procedure has been applied.

Source: Jeremiah Spence, 2015, IBGE, Citypopulation.de, TGI Latina 2002-2014

For the sake of this analysis the nine Brazilian cities available for analysis: São Paulo, Rio de Janeiro, Belo Horizonte, Brasilia, Curitiba, Porto Alegre, Salvador, Recife and Fortaleza have been grouped into four regions: the **Central West (CW) Region** consisting of the city of Brasilia; the **South (S) Region** consisting of Curitiba and Porto Alegre; the **Southeast (SE) Region** consisting of São Paulo, Rio de Janeiro, and Belo Horizonte; and the **Northeast (NE) Region** consisting of Salvador, Recife and Fortaleza.

Notably absent from this sample is the Northern and Western Regions of Brazil which might include the major cities of Cuiaba and Manaus – they are not included in this study. It is important to note that although a "Region" is referenced – in fact, it is only the key cities being examined and not the rural areas of those regions. For a more concise data model these nine cities have been condensed into 4 regions as outlined in Table 2 below.

Table 2. Cities to Regions.

City	Region	Abbreviation
Brasília	Central West	CW
Fortaleza	Northeast	NE
Recife	Northeast	NE
Salvador	Northeast	NE
Curitiba	South	S
Porto Alegre	South	S
Belo Horizonte	Southeast	SE
Rio de Janeiro	Southeast	SE
São Paulo	Southeast	SE

A full explanation of the ABEP social class nomenclature utilized in Brazil can be found in Appendix 2. Most simply put: Class A is the upper class, Class B is the upper middle class, Class C is the middle class or working class, and Class D and E are the two lowest classes that statistically represent the largest sector of Brazilian society numerically. TGI Latina groups these into **AB**, **C**, and **DE.** Historically, DE was the extreme poor, C was the operator class, B was the professional class and A was the elite. This has changed over the last 15 years with major social interventions by the leftists governments of Lula and Dilma. Now the class C is the up and coming middle class, with access to significant amounts of consumer credit and increasing degrees of education, and the classes D and E are no longer considered to be in dire poverty. Most class D and E households receive a

number of different forms of government assistance including direct payment. This has pulled this large sector of Brazilian society into the mainstream of consumer society – recognition of this is essential in these analyses.

For the analysis herein age is divided into three cohorts: 12 – 30; 31 – 55 and 56+. This breakdown was based on interaction with the specialists at Kantar Media who indicated that this breakdown is what is used in their marketing studies. The breakdown comes close to the American cohort breakdown: millennials; generation X and younger boomers; and older boomers and older generations. According to the specialists at Kantar this breakdown into three age cohorts effectively reveals the majority of change observed in their study.

CHAPTER 1. OVERVIEW OF MEDIA IN BRAZIL

Social and economic context for media in Brazil

Geographical barriers to broadcasting have been overcome for most regions in Brazil. The proliferation of small commercial radio stations reach most small towns and the extension of television via the EMBRATEL (the government telecommunications monopoly until 1998, when it was privatized) microwave and satellite system brought over 90 percent (according to most estimates) of the population within reach of television signals. Even most rural dwellers in the more populous South of Brazil are covered by both commercial radio and television. Nevertheless, a significant minority of Brazil's population is still involved in subsistence or small-scale agriculture in rural areas, which does not generate enough income to make them attractive to advertisers. Particularly in the West and North/Amazon regions, the extensive distances to be covered and the low attractiveness of the population as an advertising market have restricted the extension of the commercial broadcasting system to those regions. Yet, in these areas, the government radio system is considerably more important than elsewhere in Brazil. To reach these isolated populations, the government-operated company RADIOBRÁS broadcasts in both medium and short wave.

Income in Brazil is highly stratified. According to World Bank data, Brazil has among the world's highest concentration of income in the upper classes among 46 countries surveyed (World Bank, 2012). This has been true historically: the wealthiest 10% held 48% of national income in 1985, up from 40% in 1960 (cite). While the Brazilian economy as a whole grew 385% between 1940 and 1987, the actual value of a minimum salary (currently $50-60 in U.S. dollars) declined by 64% (Bureau, 1989). In 1988, 53%

of the Brazilian workforce earned less than a total of two minimum salaries (Bureau, 1989). Regional differences were strong in income distribution as well: the average salary in the industrialized Southeast (including Rio de Janeiro and São Paulo) is over twice that of the more rural, less industrialized Northeast (including Salvador and Recife) (Mercado Global, 1990).

This concentration of income by class and region increased in the 1980s and early 1990s, which seems to have greatly limited the impact of new media technologies. Income concentration even restricted the spread of television into rural areas, although television viewing (beyond television set ownership) was widely diffused in rural areas due to patterns of collective viewing in homes of friends and public places. However, from the mid-1990s onward, financial reforms eliminating inflation began to improve wealth at the lower middle and bottom of the income scale, and from the 2000s forward, several anti-poverty and income redistribution measures that reached into rural areas began to improve incomes considerably. A recent study by the UN Food and Agricultural Organization estimated that Brazil is close to wiping out extreme poverty (now under 2% of the population) (FAO 2014).

Conversely, the lower middle class in Brazil has grown by as many as 40 million people over the last 15 years (Zizola 2014), lifting millions of people from working class or even working poor classes into a much more affluent consumer position. As a result, many more want to acquire new kinds of media, beyond radio and broadcast television: telephones (fixed or mobile), game systems, broadband Internet, cable or pay-tv (TGI Latino, accessed October 30, 2014). Brazil has very few of the negative cultural factors that limit broadcasting or other media in many nations. Aside from a small indigenous population in the Amazon and western regions, virtually all Brazilians speak Portuguese. While regional dialects exist, all Brazilian Portuguese speech is mutually intelligible,

aside from a certain amount of slang and other localisms. In fact, some Brazilians fear that broadcasting is causing dialect differences to disappear, along with certain other aspects of regional culture.

Brazil, perhaps simply due to its size, has more regional diversity than most Latin American countries. Brazil also has a very diverse ethnic make-up. The major ethnic stock of Brazil comes from Portuguese colonists and the descendants of their black and indigenous slaves, frequently mixed together since the Portuguese settlers tended to inter-mingle more with both indigenous and slave populations than many Spanish colonists (Freyre 1964). Since the 1800s, these populations have been supplemented by other Europeans, particularly Germans and Italians, and more recently by Japanese and other Asians. Certain regions in Brazil are characterized by a predominance of one group or another, such as blacks and mulattos in Bahia or Germans in Santa Catarina. Roughly speaking, indigenous peoples dominated in the lightly populated West and North, although recent settlers are changing that. Afro-descendent Brazilians dominate in the Northeast down through Rio, although they are found almost everywhere. European descendants dominate in the southeast and south. In broad terms, however, Brazil is a remarkably homogeneous culture, at least by Third World standards. These diverse groups do share a language and, particularly since the increasing unification of the country by broadcasting, a common notion of Brazilian culture.

Brazilian media are also influenced by the "melting pot" nature of Brazilian society. Few solely indigenous people are left in Brazil. In the IBGE census of 2006, 519,000 Brazilians classified themselves as indigenous, plus there are some small numbers of indigenous people living in small isolated tribal groups that have not been contact and would not have been counted in the census. Just over half of the population is considered "European": descendants not only of the Portuguese colonists but also of renewed waves

of immigration from Italy, Germany, Poland, Lebanon, etc. Much of the population is descended at least in part from African slaves brought to Brazil between 1550 and 1850. While television production in Brazil does incorporate some aspects of various regional cultures, most television content reflects the dominant urban cultures of São Paulo and especially Rio de Janeiro, production base of TV Globo, the main national network. While many feel that an interesting popular culture is being synthesized, others are concerned both about its commercialism and its repressive effects on other local cultures (Oliveira, 1991; Sodré, 1981).

In the late 1970s Alisky (1981) called the Brazilian government-media relationship one of guidance, where censorship is less obvious and a complex of political and economic measures are used by governments to guide media in the desired directions. In the early 1980s, a number of Brazilian scholars further differentiated this notion, distinguishing between a currently relatively open press, an atomized and somewhat apolitical set of radio stations, and the dominant television networks, which tended to reveal a good deal of "guidance," even though formal censorship was increasingly relaxed even under the military government after 1978 (Caparelli, 1980; Castro, 1984). Critical views since the late 1980s and early 1990s were more likely to see electronic media, particularly television, as offering their support to governments and candidates in return for favors, particularly the granting of further licenses and placement of advertising controlled by state and federal governments (Borin, 1991; Mattos 2011).

After the 1964 Revolution and continuing under the subsequent civilian regimes, the process for granting and maintaining broadcasting licenses has become a source of political control and patronage. Until the 1988 Constitution, the President of the nation could and usually did essentially grant licenses to applicants he chose. The Ministry of Communications, while responsible since the 1962 Telecommunications Law for

standards and allocation of frequencies, did not make the actual decisions. This political nature of license allocations in Brazil was not much of an issue prior to 1964, but the military governments created controversy and opposition by using the licensing process in two ways. The threat of license cancellation, which could also be done by the President, effective instantly without appeal, was used to control the behavior of broadcasters, which included ongoing day-to-day self-censorship, as noted above. The license granting power, particularly in the newly profitable medium of television, was also used to reward allies or at least those deemed politically safe.

Political interests and powers came into broadcasting strongly after 1985 as well, when civilian rule returned. Most of the radio and television licenses granted in Brazil since the late 1980s have been to local or state level politicians with national influence who viewed media outlets in their political domains as part of their overall power (Amaral & Guimaraes, 1994; Matos, 2011). Matos notes that "in the mid-1990s politicians controlled 30–40 percent of the total number of radio [40 per cent] and television [31 percent] stations in the country," (2011, p. 189, 196). As time went on, these stations became a way to diversify their incomes with commercial revenues. Some of these groups have become more commercial, some more political, but they are different from the traditional family empires, like Globo, although a number of them are affiliated with the TV Globo or other national networks.

One aspect of this tendency to use broadcast licenses as a means of political patronage is the substantial ownership of electronic media by politicians. In December 1991, a press magazine found 29 television stations and 91 radio stations owned or controlled by Federal deputies and senators (Lima, 1991). President Sarney gave 1,028 radio and television station licenses between 1986 and 1988, when the new constitution required review of licenses by the Federal Congress. The journalism magazine *Imprensa* noted

that “almost all of them (licenses) were (given) to politicians (either national or local)” and noted, as had many newspaper articles, that many of the licenses were given to Federal congressmen in explicit exchange for their votes conferring a fifth year of presidential mandate on President Sarney (Lima, 1991). This practice has continued to the point where even small cities now frequently have radio and sometimes television stations owned by the one or two major political families, who also tend to be major economic powers, known as “coronels.” Recent articles have complained of the power of the “electronic coronels” (Ayres, 2015).

Ownership of Electronic Media in Brazil

Broadcasting began by private initiative and took a strong commercial orientation in its early development, following the model of U.S. broadcasting. The convention in the Brazilian press was the existence of both commercial and political party-owned newspapers (Camargo & Pinto, 1975, p. 16). Party newspapers had been suppressed by several governments, both Vargas (1937-1945) and the military governments (1964-1978). Commercial newspapers gradually gained complete ascendancy and even after 1978, when the military government had removed the ban on party-related newspapers, the only significant party newspaper belonged to the Communist Party of Brazil (PCdoB). There was thus little tradition of party – or government–owned media for radio or television to follow.

It is evident that TV Globo has been extraordinarily successful in monetary terms. Roberto Marinho is now considered the first or second richest man in Brazil. He has branched out both vertically into all aspects of television, including research, production,

marketing and syndication, and horizontally into magazines, books, educational materials, video distribution, recording, record distribution, cellular telephony and other telecommunications (he was the Brazilian partner of NEC, of Japan), as well as beyond media into agriculture and other businesses. The group is also diversifying internationally. The Globo Group acquired control of Telemontecarlo in Italy for several years, but sold it after it failed (Netto, 1987) and in 1992 acquired one of the new private channels (SIC) in Portugal (Rattner, 1992), which has been commercially very successful (Cunha, 2011).

The other main television networks are also owned by family groups. The Telecommunications Law of 1962 prohibits ownership of electronic media by corporations, in order to have someone responsible for content. Festa and Santoro noted in 1991 that nine family media groups own most of the Brazilian media, particularly the networks and main stations in the major cities: Marinho (Globo), Bloch (Manchete)—now defunct, Civita (Abril), Mesquita (*O Estado de São Paulo*), Levy, Nascimento Brito (*Jornal do Brasil*)—now defunct, Frias (*Folha de São Paulo*), Silvio Santos (TVS/SBT) and Saad (Bandeirantes) (Festa & Santoro, 1991). All but one of the media families have operated in electronic media, but Civita, Mesquita, and Nascimento Brito are prominent primarily in print media, and only Frias are involved solely in print media. TV Bandeirantes is owned by the Saad family, who are also landowners and industrialists. TVS or SBT is owned by Sílvio Santos, who started as a salesman, became a variety show host, and still hosts his own program. He has also diversified into other land and sales operations, including a door-to-door cosmetics company.

Decentralized structure of Brazil: national, state, local

In some ways, this focus by the Brazilian state also needs to be understood in terms of a somewhat fractured, or decentralized state. Communication policy studies tend to focus on the national level, as the above analysis shows. But much of the demand for the giving out of licenses to state and local politicians is related to both the needs of national politicians to form coalitions in the legislature to get their programs through, and also for the needs of traditional local politicians to add the ownership of media to their powerbases back home. In December 1991, a press magazine found 29 television stations and 91 radio stations owned or controlled by Federal deputies and senators (Lima, 1991). President Sarney gave 1,028 radio and television station licenses between 1986 and 1988, when the new constitution required review of licenses by the Federal Congress. The journalism magazine *Imprensa* noted that "almost all of them [licenses] were [given] to politicians [either national or local]" and noted, as had many newspaper articles, that many of the licenses were given to Federal congressmen in explicit exchange for their votes conferring a fifth year of presidential mandate on President Sarney (Lima, 1991). The practice of trading votes for licenses to use radio and television frequencies has continued, albeit at a more sporadic pace and lower scale despite efforts to stop it (Ayres, 2015).

History of Brazilian Radio

Most broadcast media in Brazil are privately owned and operated. The Federal Government owns an extensive short-wave broadcasting system in the Amazon region and also some other radio and television stations, as do some state or provincial governments. However, these government owned media have much lower audiences and

less impact than private media. Commercial stations began in the late 1920s to promote the purchase of radio receivers and increased in number as advertising revenue began to flow to the new medium. Both the number of broadcasters and receivers grew dramatically in the 1930s and 1940s, with recorded music and *radionovelas* (radio serials or soap operas) becoming popular genres. Networks grew that covered most of Brazil's urban areas.

Commercial radio was successful because it fit well into the developing Brazilian market economy. Milanesi (1978, p. 79) observed that "before television existed or while it was restricted to a few urban centers, radio was, above all else, the principal vehicle for advertising and selling, or if you will, the principal stimulus to the growth of the internal market." Radio stations were relatively cheap to start and operate, and given the advertising market, profitable. As elsewhere in Latin America, small private radio stations proliferated rapidly throughout Brazil from the 1920s onward in every town large enough to support one. The number of medium wave or AM stations increased from 440 in 1956 to 1,557 in 1990, while FM stations went from zero to 1,215 (in fact, FM stations virtually doubled even from 617 in 1988) (Borin, 1991). Furthermore, the largest numbers of stations have developed in those states with many small and medium sized towns not within broadcast reach of the capital cities, such as Pernambuco, Minas Gerais, São Paulo and Rio Grande do Sul (Propaganda, 1983, p. 74).

A 1990 survey showed that of the then total 2,888 radio stations licensed, a number were very small commercial operations, usually owned by local businessmen, business groups or, increasingly in the late 1980s, local politicians (Borin, 1991). Of the 2,888 radio stations in Brazil as of 1990, 90% were commercial and wholly financed by advertising revenue. The other 10% were owned and supported by the Catholic Church (110 stations), state and national governments, universities and educational/cultural

foundations. The percentage of all advertising expenditures devoted to radio has declined, going from 24% in 1962 to 10% in 1976 and 5% in 1991 (Duarte, 1992, p. 60). Radio has declined in importance as a medium for advertisers, even as television grew, but it remains very important in rural areas.

History of Brazilian Television

Sérgio Mattos described four phases in the Brazilian television. There was the elitist phase between 1950 and 1964, when television access was limited to upper and upper middle classes in cities. Then came the second, populist phase (1964-1975), when TV Globo rose to dominance under the military governments, the audience expanded rapidly and the programming became more popularly oriented. In the third, technological development phase (1975-1985), broadcasting expanded via microwave and satellite, and the number of networks increased. In the fourth, transition and international expansion phase (1985-1990), civilian government returned and TV Globo and others began to export widely to the world. Since 1990, a fifth phase seems to be characterized by the advent of cable, DBS and SMATV, and the further segmentation of the audience (Duarte, 1992). With the rapid growth of the lower middle class since 2000, data seems to suggest a new sixth phase seems to herald the increased access to and use of satellite TV, cable TV, and television over the Internet.

Brazil has been characterized in its own media as the "country of television" because the television audience is so large. Critics note that while a large majority of Brazilians either can afford a television set or get communal access to one, many if not most Brazilians are too poor to have other leisure options, which is why they watch so much television. In a survey by the newspaper *Folha de São Paulo* in São Paulo in 1983, 24% said they

watched TV because it is “the cheapest form of entertainment” and 17% because they “lacked other leisure options” (Araújo, 1983). Television networks were extended in the 1960s and 1970s throughout the country to repeater stations by microwave and by rented transponders on an INTELSAT satellite. The government extended television coverage further with more earth stations in the Amazon and Western regions, which received signals from a Brazilian satellite launched in 1984. Efforts are being made to construct earth stations in Brazil to enable use of more of them at lower cost.

The new technology with most effect on Brazilian electronic media is the satellite distribution of television to small repeaters throughout the country. Brazilian television stations used first used Intelsat, then the first and now second generation of BrasilSat to extend the reach of the television into the rural areas and small towns of the Brazilian interior and Amazonian North. In the 1980s, thousands of small towns in rural Brazil purchased satellite dishes and low power repeaters to bring in television. Many times the systems were purchased by local mayors or political candidates as public works. In one month (April 15- May 15) in the local and state political campaign season of 1990, 600 such systems were installed in just one state, Bahia, all purchased by local politicians (Camargo, 1990).

After small towns bought antennas and repeaters, as the cost of satellite dishes continued to go down in the 1990s and 2000s, millions of households in rural Brazil or the peripheries of towns where reception was poor bought their own DTH satellite dishes, not to get imported signals, but to get a national signal or perhaps a better quality one. One ethnographic study of television viewing in the mid-1990s found such systems popular as a way to get access to national television channels, but residents actually longed to have a local signal with local news and local advertisements (La Pastina, 1999).

Brazilian television stations used first Intelsat, then the first and now fourth generation of BrasilSat to extend the reach of telecommunications and television across all of Brazil. The first BrasilSat was constructed by the U.S. and Brazil, and launched by the French in 1984. BrasilSat One was followed by three other generations of BrasilSat, with the fourth generation launched in 2007. The third and fourth generation satellites are still in service, although a new generation will be launched next year, which will tale the C Band out of service, with implications that will be discussed in Chapter Two.

New video technologies entered the Brazilian television market in the 1990s, offering focused or segmented programming through additional advertising supported UHF (ultra high frequency) channels or pay- TV systems, like subscription television (STV), cable TV systems, multichannel multipoint distribution systems (MMDS) and direct satellite broadcasting (DBS). There are six main approaches so far: advertising supported UHF, C-band reception by large dishes of satellite television signals intended for repeater stations, over-the-air pay-TV systems, cable television, direct to home satellite (DTH) systems, and now, in the last few years, television over the Internet for those with broadband Internet at home or a smart phone with an affordable data plan. These main systems are competing with conventional VHF television and with each other, in terms of both programming and technological platforms. In out of the way places like western Brazil, the preferred alternative until now has been C-band reception by large dishes of satellite television signals intended for repeater stations. However, sale of those will be discontinued shortly, pushing those users into other kinds of satellite DTH systems.

In the 2000s, a number of complex economic developments began to change the face of Brazilian television. The economy grew rapidly, bringing almost 40 percent of the population from working class (class D in Brazilian market analysis) and working poor (class E) into the lower middle class (class C3), according to several economic analyses

(Barros, de Carvalho et al., 2010). Since almost all of those people and households already had a television set, one result was to increase their pursuit of other entertainment and information options. The number of television sets tuned in during prime time declined from 66 percent in 2000 to 59 percent in 2009 (Thomas, 2010). Those who still wanted to watch television had more options. Market studies in the late 2000s onward showed steadily increasing interest in cable television among the new middle class (Folha, 2012). As regional economic disparities decreased, local and regional television stations and groups grew in their ability to program locally at an attractive level of quality and attracted more of the local and regional audience away from national broadcast networks. Overall, several participants in a panel discussion for the industry report *Mídia Dados Brasil 2011* reported, the overall trend was growth in the television sector through increasing diversity of technologies, channels and audience choices (Grupo de Mídia, 2011).

Nationalization of telecommunications companies

Early in the 20th century, telephony in Brazil was essentially controlled by ITT (International Telephone and Telegraph). Later, the Companhia Telefônica Brasileira (CTB), controlled by a Canadian holding company, Brazilian Traction Light and Power, was "servicing around 70 percent of the 1.5 million telephones in the country, and handling 80 percent of the traffic in 1968" (Botelho, 2002). In the two decades following the end of World War II, the communications system expanded rapidly, in conjunction with the growth of the Brazilian economy. However, this expansion was constrained by the power of local and state authorities to grant communications services franchises. This led to an incredibly fragmented market, with over 800 national and foreign private

concessionaires (Botelho, 2002). This fragmented system of telecom concessions was connected to a highly decentralized power system in Brazil. Before 1964, federalism in Brazil was often very weak (Wilson, 2002), with local political powers taking control of areas like telecom, which seemed to be necessary for municipal development, or which offered opportunities for local patronage.

In 1960, there were only about 1.4 telephones per 100 people, a teledensity that seemed unacceptably low for Brazilian development and growth ambitions. Furthermore, "Two-thirds of the equipment and traffic were concentrated in the states of Rio de Janeiro and São Paulo" (Botelho, 2002), where most of the economic activity was also concentrated. The Brazilian military, which took power in a 1964 coup, placed great emphasis on telecommunications for a number of reasons: national security, economic development, extension of national media reach. However, even before 1964, civilian governments had been gradually working to assert national control over telecom. After 1947, the national state gradually took control of telegraph operations from the previous operators, Western Telegraph & Telephone and Cable & Wireless (Botelho, 2002). This fit with an overall development model that increasingly stressed import substitution (Baer, 1983). By the second Vargas government (1951-54), there was an increasing push for import substitution, which put emphasis on attracting or pushing international firms to establish equipment assembly operations. Telecom manufacturers like Siemens and Alcatel began local manufacture using imported kits.

The regimes of the 1950s and 1960s established approximately 40 state-owned companies in a number of basic industries such as steel, metallurgical and petrochemical sectors as well as public utilities (Werneck, 1992). The motivation was partially nationalist, but also was due to the fact that neither domestic nor foreign private firms were willing to pour large amounts of money into projects whose gestation periods were

relatively long. Prior to the military government of 1964, the private domestic sector was protected and received subsidized loans from development banks and other favors. This process emphasized the rapidly increasing vertical integration of new sectors, such as telecommunications. By the 1960s, both civilian and military development thinkers in Brazil recognized that a fragmented telecom system constrained economic growth and political integration. In 1962, the civilian Goulart administration decreed Law 4.117 (Brazil's Telecommunications Code), which re-organized the telecom system considerably. Although a few small, private operators in rural areas would remain, the new code granted the national state a monopoly to operate and regulate telecommunications (Noam, 1998). (It also reformed regulation of broadcasting but made few radical changes in that system.)

The 1962 code created the National Telecommunications Council (CONTEL) to "develop a National Telecommunications Plan aimed at unifying and modernizing the system by reducing market fragmentation and rationalizing equipment supplies" (Botelho, 2002). This first Law of Telecommunications envisioned a strategic state-owned telecommunications enterprise (SOTE) such as Telebrás. Military planners or technocrats conscientiously designed SOTE's to have a large degree of political and financial autonomy (Baer, 1993). The Brazilian Telecommunications Enterprise (Embratel) was approved at the same time, but was not actually established until September 1965. It was a mixed- economy enterprise. Its initial shareholders were the federal government itself and large public or governmental enterprises, including the national oil company (Petrobrás). In 1968, the federal government took over the largest foreign telephone concessionaire, Companhia Telefônica Brasileira (CTB) and gradually took over most telecommunications operators in the country.

Latin American Television Overview

Latin American television has been notable around the world for the early growth of some of its main networks, such as Televisa in Mexico and TV Globo in Brazil, and their early push into creating most of their own programming in the 1960s and 1970s, when many stations and networks around the world were primarily importing US or European programs (Sinclair and Straubhaar 2013). In fact, some of the main theories used to explain preferences by national audiences for their own programming, like cultural proximity (Straubhaar 1991), were developed first in Latin America to explain the fact that audiences there already preferred national programming by the 1970s, when the commonplace expectation in much of the world, supported by research like that by UNESCO researchers at the time (Nordenstreng and Varis 1974), was that most countries were importing most of their programs, mostly entertainment and mostly from the US and that audiences preferred that imported entertainment for its production quality, modern contents, etc. (Collins 1986).

Furthermore, by the 1970s, these major networks, Televisa and TV Globo, were already beginning to export their programs to other countries in Latin America, and to some in the same language and cultural markets, such as Portugal for Brazil. This export drive particularly boomed in the 1990s, when a combination of satellite and cable TV technologies created new distribution possibilities, and a wave of deregulation, liberalization of competition by private networks, and privatization of some government networks created a large number of new stations, television networks and multichannel distribution systems with many spaces for new channels (Hoskins, McFayden et al. 1997). With this massive wave of new markets for programming, Latin American programs, particularly from TV Globo and Televisa flowed to many new places, in

Western and Eastern Europe, in the Middle East, and Africa, among others (Vassallo de Lopes 2004, Sinclair and Straubhaar 2013).

Television networks also grew fairly powerful in some of the other major Latin American countries, such as Argentina, Chile, Colombia and Venezuela, leading them to create more of their own programming and even export it to other Latin American countries (Roncagliolo 1996). Depending on domestic developments, like government takeovers of networks in Argentina and Venezuela at different times, some of these stations or networks declined somewhat as producers and exporters, while others, like Colombia, rose as producers and exporters (Sinclair & Straubhaar, 2013). Through all of this, the idea remained fairly constant that Latin American audiences tended to prefer local, national and regional programming, since among the smallest Latin American countries, like the Dominican Republic, (Straubhaar 1991) or Belize (Oliveira 1986), the tendency since the 1980s was for them to prefer imports from other Latin American countries, especially in prime time for the largest audiences, rather than imports from the United States, which tended to be pushed into less popular time slots in the morning, afternoon or late evening (Straubhaar 2007).

This helps make sense of a phenomenon that surprised some observers (Reis 1999): why cable and satellite television penetration of households and audience habits in most of Latin America was relatively low, especially compared to the boom in satellite television that took place in much of the world (Europe, Middle East, South and East Asia) during the 1980s-90s (Baldwin and McEvoy 1988, Price 1999). In most countries and regions, the satellite and cable televisions booms of the 1980s-90s served to bring in diversity through channels from abroad. However, in most of Latin America, outside of Argentina and Colombia, whose exceptional cases will be discussed below, the major impact of

satellite distribution was to enable more rural areas to get a good signal for national channels (Sinclair & Straubhaar, 2013).

Latin America had similarly lagged behind in the similar boom of VCRs throughout much of the world in the 1980s, which had enabled audiences in many countries to start bringing entertainment that was missing (to audiences, at least) on national channels. However, Latin American audiences were slow to adopt and buy VCRs, compared to the Middle East, where purchases exploded quickly, due to greater dissatisfaction with national television (Boyd, Straubhaar et al. 1989). The common understanding for the low adoption of both VCRs and cable/satellite television was that most Latin American audiences already had access to several broadcast channels of high quality news and entertainment, based on national production, regional imports and imports of some of the more interesting US and European programs and films (Boyd, Straubhaar & Lent, 1989; Reis, 1999; Straubhaar, 2007). In fact, interviews with researchers and managers at MTV Brazil at several points in the 1980s and 1990s revealed that they knew that they were limited to a niche audience by their strategy (then) of primarily programming U.S. music videos on MTV as a pay TV channel, with some limited UHF distribution. However, as they saw it at the time, their advertisers were primarily interested in that niche audience, the richest 10-15 percent of urban Brazilian youth, who as we will argue in Chapters Three and Four, have the cultural capital from higher quality education, language education, and travel to really enjoy U.S. programs. So they were waiting for the right moment to change their programming and massify their audience, when pay TV costs came down, when more people could afford Pay TV, when the educated or cosmopolitan audience grew larger, and when production costs for adding more Brazilian video content would go down (Straubhaar, interviews at MTV São Paulo, 1989, 1994).

In the 1990s, through the turn of the century, the liberalization of several of the largest Latin American economies -including major regulatory changes that allowed private broadcast networks to thrive in countries like Colombia, where they had been limited before- brought sweeping change to Latin American television. The growth of a middle class with the means to pay for subscription-based television services (Ferreira et al. 2012), and the expansion of internet, which allowed more massive access to new television services like YouTube, created both the economic and technological bases for a challenge to the meaning of television, like that experienced in the U.S. (Lotz 2007, Lotz 2014) and elsewhere.

Brazil, a Regional Media Giant

Brazil is home to one of the most successful media conglomerates in the world: Globo. Globo continues to dominate the Brazilian broadcast TV market through its generalist network. The company's audience share amounted to almost half of the Brazilian market, followed far behind by TV Record (8-10 percent of market), SBT (4-8 percent of market) and Bandeirantes (up to five percent of market, primarily male, based on news and sports) (The Economist ,2014; Boas, 2012; (Sinclair and Straubhaar 2013).

TV Globo has only one broadcast channel. Its strategy until recently has been to concentrate its audience in one channel, but it is now moving with the growth in the multichannel audience to create a number of pay television channels, in areas including news, telenovelas, education, national films, children's programming, etc. (Sinclair and Straubhaar 2013). TV Record has a second channel, owned by the main Brazilian evangelical church, the Universal Church of the Reign of God, and devoted to more religious programming. While TV Globo is the primary global actor, TV Record also

exports programming, has a network of stations in countries where its parent church is strong, in Portugal and Lusophone Africa or where there is a significant Brazilian diaspora, like the U.S. and Japan.

The public sector of television in Brazil is complex. It was originally decentralized with over 130 licenses for educational television, but only 19 stations generating programming, largely in state capitals (Fradkin n.d.). By far the most important of these is TV Cultura, run by a foundation linked to the State of São Paulo, which generates educational, children's, news and public affairs programming used by a number of other channels. The Brazilian government created a national public TV network in 2007, which is gradually gaining affiliates for national coverage, as well as audience. Its goal is to be a public network, rather a state network, and has been working with university and other generating stations to create more programming. In addition to these, there are over 100 channels run by universities, NGOs and religious organizations, as well as hundreds of local and regional channels. There are several national religious networks, one major Catholic one, and several Protestant ones.

Brief Trajectory of Pay TV in Brazil

In just a few decades, subscription-based television services in Brazil grew from utilitarian beginnings as distributors of domestic broadcasters' contents to isolated regions far from the major urban centers (Possebon, 2008) to becoming the epicenter of intense competition by the regions' major players in the age of ICT convergence and more stringent regulations. The entry of pay television was characterized by a slow, gradual start, concentrated in a few select markets --scattered urban areas in Brazil-- followed by a maturation process that started with the entry of media giants TV Globo and publishing

house Editora Abril in Brazil (Possebon, 2009). Throughout the 1990s, the Brazilian pay-TV markets went through a maturation process characterized by the direct participation of international providers such as DirecTV and Sky, first as competitors, then as partners with the local companies. This stage also led to the incursion of foreign --mostly American-- media companies, which started with English language channels, but gradually dubbed more channels, and eventually launched more fully adapted and culturally proximate Latin American versions of properties such as the Discovery Channel, HBO and MTV (Duarte, 2001).

It was during the DTH TV revolution that Globo's ventures into pay television became intertwined. In a partnership with Rupert Murdoch's News Corporation, participated in the establishment of Sky Brazil, the first direct-to-home (DTH) satellite service in their respective countries. After almost two decades of accelerated growth, DTH television services now account for a plurality of pay television subscriptions in Brazil, according to figures from regulatory agencies (ABTA, 2014). Telecommunications industry researchers forecast that this service will continue to drive the growth of pay-TV in the region in the short term (Murray, 2014).

In Brazil, a major shock for the pay television industry occurred in 2012, when Embratel, formerly the state long distance monopoly, then privatized, and now a property of the Mexican telecommunications juggernaut América Móvil, took over Net Brasil, which formerly was Globo's largest pay television service in terms of the amount of subscribers. This acquisition turned América Móvil into the largest pay-TV operator in Brazil --and all of Latin America-- almost overnight (TeleGeography, 2012), despite the fact that Mexican law bars the company from operating television services in its home country. In a notably parallel move, Editora Abril sold its cable assets in 2011 to Telefónica of Spain,

which is now the second largest provider in Brazil, and growing assets in other Latin American countries as well.

Even after losing Net Brasil, Grupo Globo continues to play a visible role in the Brazilian pay television service industry as a minority partner in the Sky/DirecTV alliance, which in 2014 still had the second largest share of pay TV subscribers in the country (ABTA, 2014). TVA sold its satellite operations to DirecTV, which then merged with Sky Latin America.

The proportion of households without pay television decreased significantly in the last decade, at the expense of cable and DTH growth. The latter has had a spectacular growth rate in the period from 2011 to 2013 - quadrupling it in Brazil. Although both countries are primarily urban, their large territories make them prime ground for the expansion of DTH services. A recent ruling in Brazil, phasing out access from large C-band dishes for receiving national channels carried on satellite, such as TV Globo or TV Record, will soon push many rural or small town residents into acquiring DTH service, if only to get a stronger signal for national channels. This shift should push DTH further in front of cable.

Cable penetration by age and class in the Southeastern: the most industrialized region

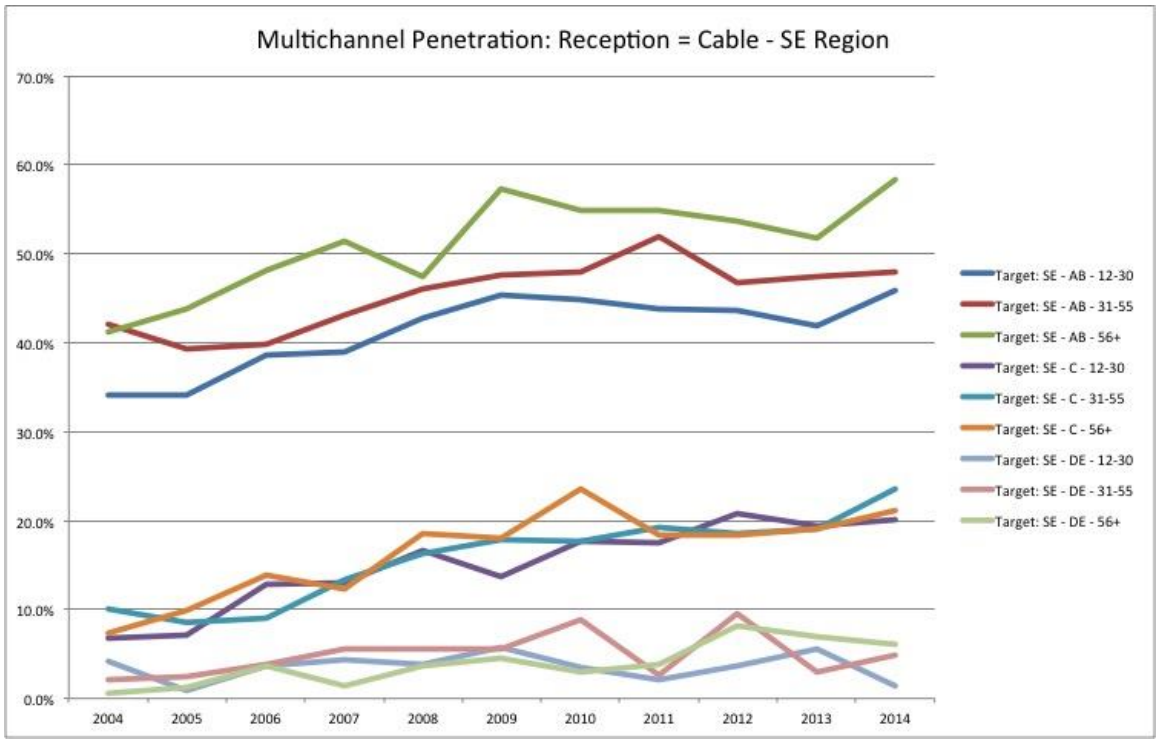


Figure 1.1 – Multichannel Penetration via Cable in São Paulo, Rio de Janeiro and Belo Horizonte from 2004 to 2014 by Social Class and Age Cohort. Source: TGI Latina.[1]

In figure 1.1 it is possible to identify a number of trends in cable television penetration in the Southeast Region cities of São Paulo, Rio de Janeiro and Belo Horizonte. First and perhaps the most important is the differentiation between the social class cohorts of AB, C and DE. Within this region class AB are clearly the early adopters, having more than 35% adoption rates of cable before 2004. Class C began to more actively subscribe to cable after 2007. It is also important to note that within each class stratum the most active adopters are the oldest, 56+, followed by the middle aged, 31-55, and finally by the youngest group, 12-30.

[1] Tables for all figures can be found in the appendix.

Satellite penetration by age and class in the Southeastern: the most industrialized region

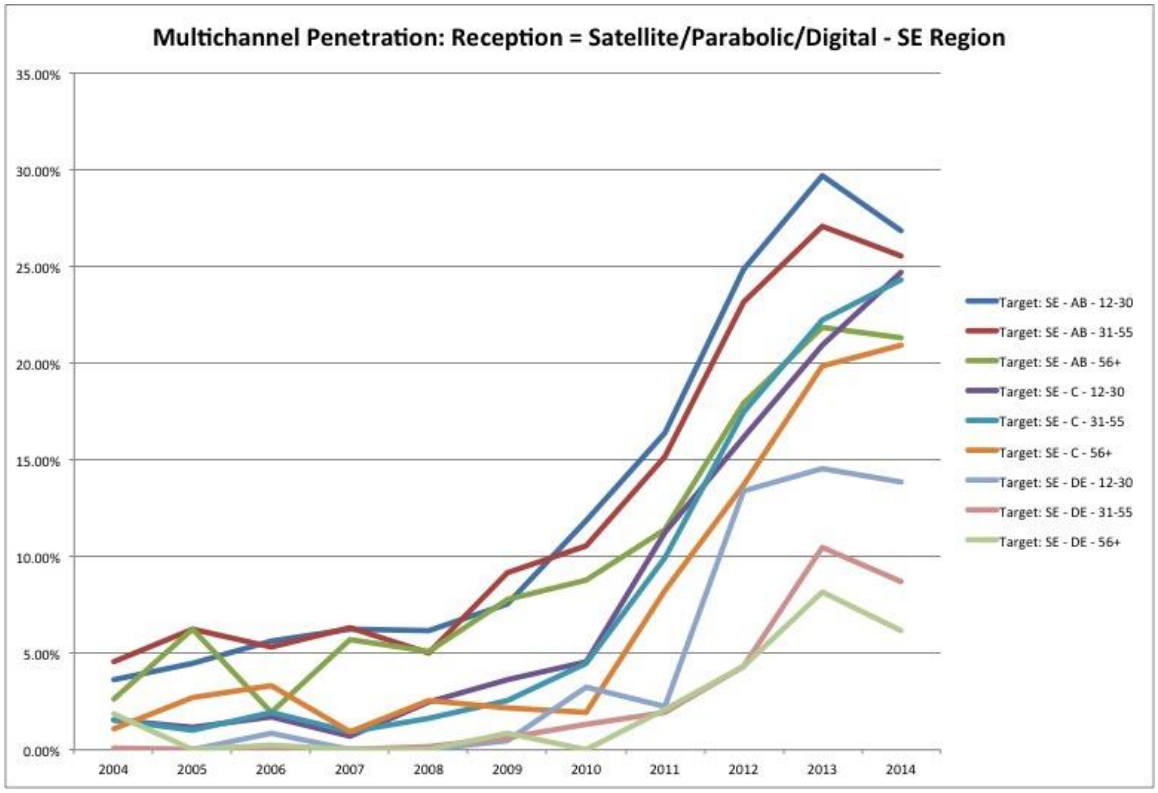


Figure 1.2 – Multichannel Penetration via Satellite in São Paulo, Rio de Janeiro and Belo Horizonte from 2004 to 2014 by Social Class and Age Cohort. Source: TGI Latina.

In figure 1.2 it is possible to identify that in all groups satellite subscriptions increased significantly after 2009. This growth in satellite adoption is lead by Class AB aged 12-30, followed by Class AB aged 31-55, followed by Class C aged 12-30, then Class C aged 31-55. Only then do we have the oldest cohorts of both Class AB and Class C. Even though adoption among Class DE trails significantly it is noteworthy that adoption of satellite among the youth in Class DE far outpaces middle aged and older consumers. The massification of satellite subscription service in Brazil is closely related to the

reduction in prices for basic packages, which can now be had for R$45 (as of 2015, or about US$14 per month).

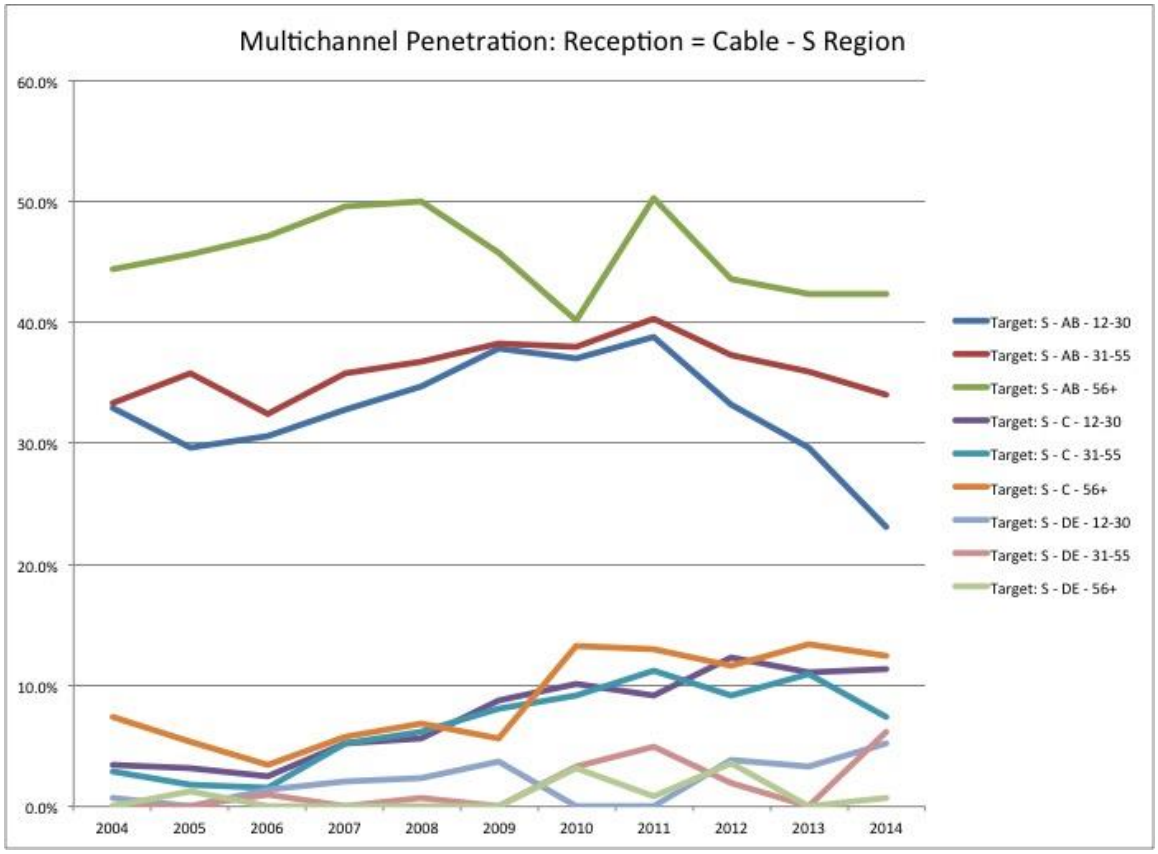


Figure 1.3 – Multichannel Penetration via Cable in Curitiba and Porto Alegre from 2004 to 2014 by Social Class and Age Cohort. Source: TGI Latina.

In figure 1.3, which shows cable penetration in Southern Region, the distance between class AB and Class C is even starker than in the Southeast Region. Interestingly, it appears that among the Class AB 31-55 and Class AB 13-30 cohorts there is a notable downturn in cable penetration since 2011. Additionally, in the Class C 31-55 cohort there has also been a downturn since 2013. In contrast, Class DE 31-55 cohort has had a sharp increase in cable penetration since 2013.

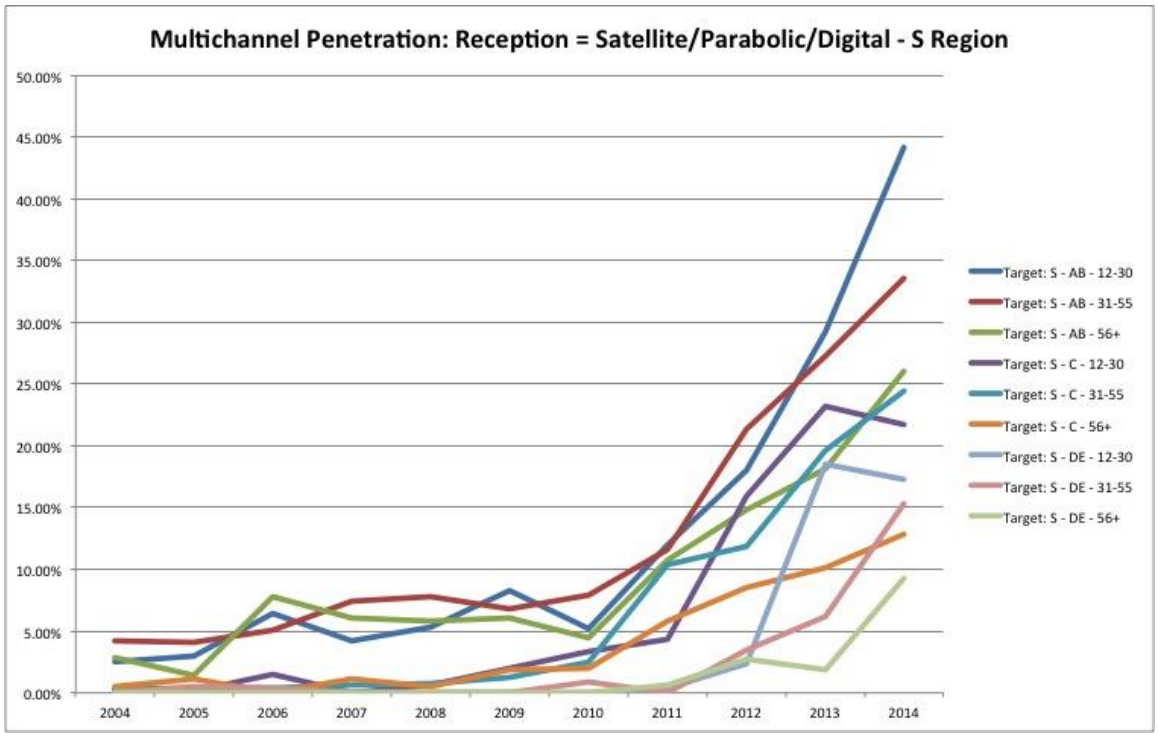


Figure 1.4 – Multichannel Penetration via Satellite in Curitiba and Porto Alegre from 2004 to 2014 by Social Class and Age Cohort. Source: TGI Latina.

In figure 1.4, which shows satellite penetration in the southern region, there is a sharp increase in satellite penetration in all cohorts. However the sharpest rise was in Class AB 13-30, followed by Class AB 31-55, followed closely by Classes AB 56+; C 12-30; and C 31-55. Interestingly, one of the sharpest rises is in Class DE 12-30 that shot up in 2012 but seems to have plateaued around 17% penetration. Also, noteworthy is that the penetration rates in the Southern Region are higher than in the Southeast Region for satellite.

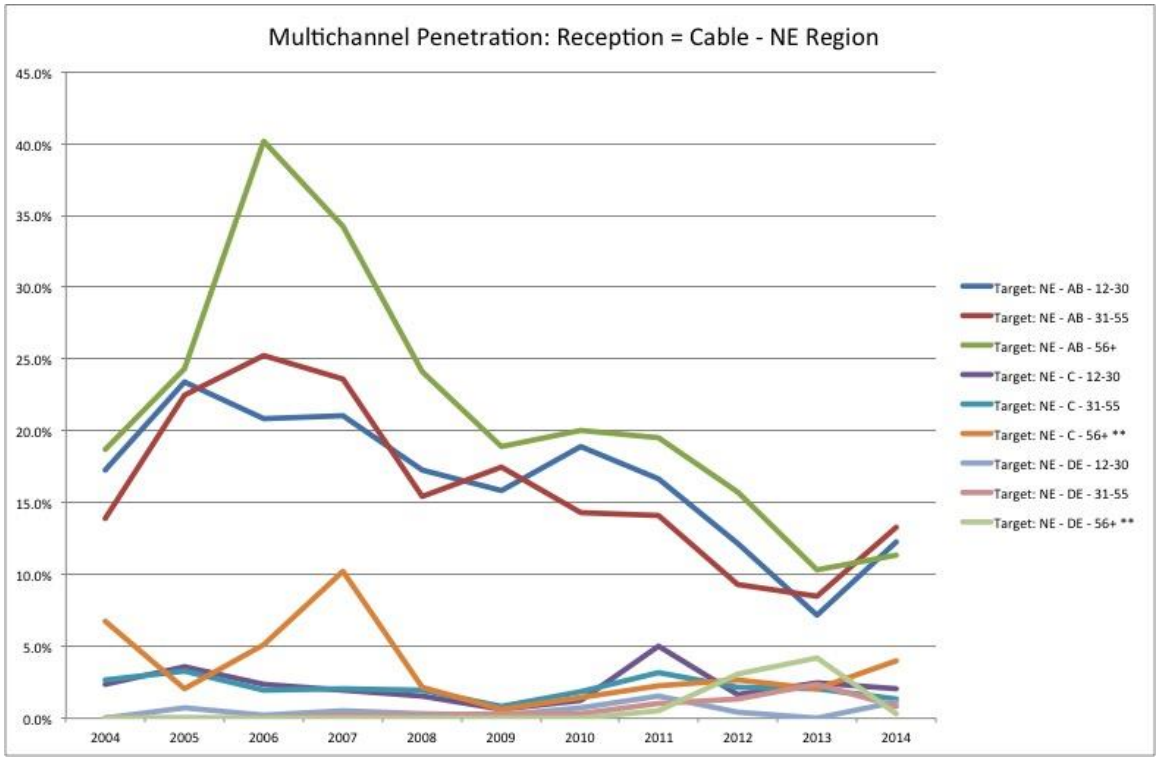


Figure 1.5 – Multichannel Penetration via Cable in Fortaleza, Recife and Salvador from 2004 to 2014 by Social Class and Age Cohort. Source: TGI Latina.

In figure 1.5, which maps cable penetration in the Northeast Region, it is first important to note the difference between this figure and the previous ones. There was an early uptick in cable penetration between 2005 and 2008, especially among Class AB 56+, Class AB 31-55, Class AB 12-30, and Class C 56+. The remaining cohorts were absent from this wave of cable adoption in this region. Also, of note, is that among the same cohorts there was a small uptick between 2013 and 2014. One external factor to take into consideration is that in these Northeastern cities focused the installation of cable television infrastructure almost exclusively in upper class and upper-middle class neighborhoods. This could account for the initial spike of cable adoption among the upper class.

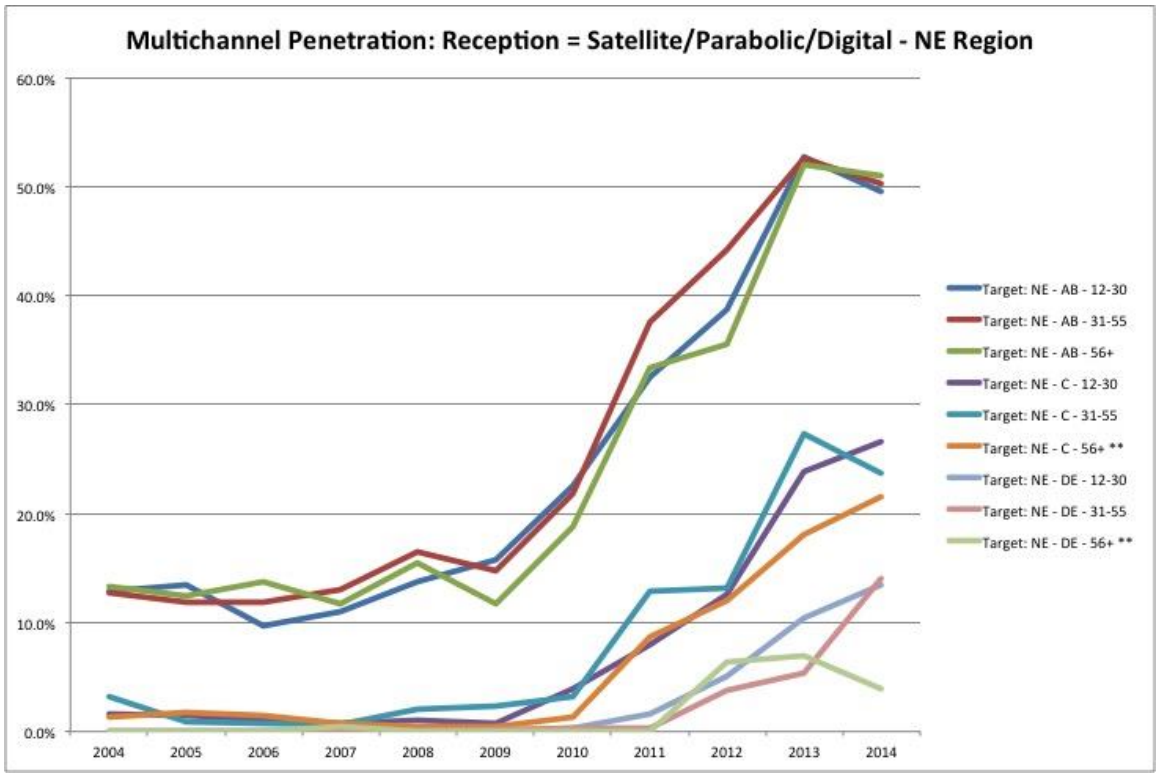


Figure 1.6 – Multichannel Penetration via Satellite in Fortaleza, Recife and Salvador from 2004 to 2014 by Social Class and Age Cohort. Source: TGI Latina.

In figure 1.6, which tracks satellite penetration in the Northeastern region, the first thing to notice is that that peak of satellite penetration in the Northeastern region is significantly higher than in the South and Southeastern Regions. The second is that although the clear differentiations between the three social class groupings continues, AB, C and DE, the C 56+, DE 12-30 and DE 31-55 cohorts are all clearly increasing adoption as a notable rate. Only, DE 56+ seems to be on the decline in the last two years.

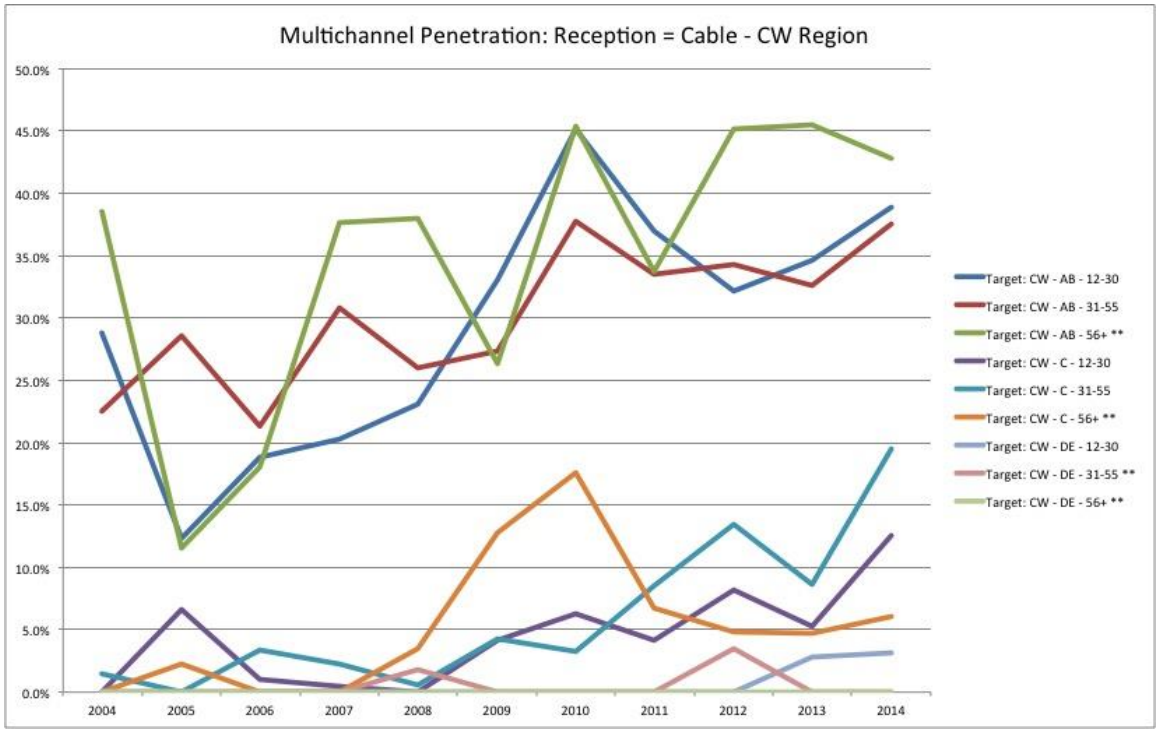


Figure 1.7 – Multichannel Penetration via Cable in Brasilia from 2004 to 2014 by Social Class and Age Cohort. Source: TGI Latina.[2]

In figure 1.7, which represents cable penetration in Brasilia, shows a striking difference from the other regions in that there is a greater degree of up and down fluctuations especially in the Class AB 56+ cohort. Notably, Classes AB 31-55, AB 12-30, C 31-55, C 12-30 are all spiking upward beginning in 2013. This varies from other regions where many cohorts are trending downward in recent years. The fluctuations in the Brasilia population could be related to the relatively migratory nature of the upper classes given that Brasilia is the seat of the federal government and international diplomatic corp.

[2] For the sake of consistency is comparing the city-to-city data, Brasilia is classified as Central West (CW) Region – however, just to reiterate – the Central West Region only includes the city of Brasilia.

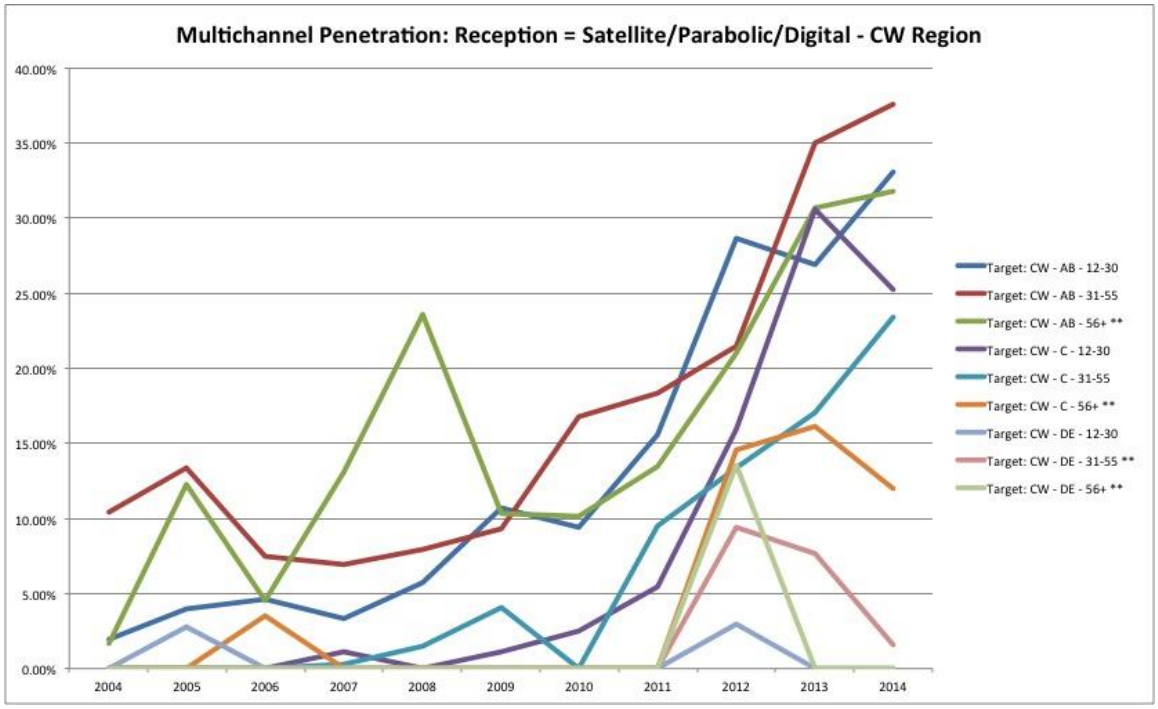


Figure 1.8 – Multichannel Penetration via Satellite in Brasilia from 2004 to 2014 by Social Class and Age Cohort. Source: TGI Latina.

In figure 1.8, which tracks satellite penetration in Brasilia, there are several interesting items of note. First, is that the initial major spike in satellite adoption is in the Class AB 56+ cohort between 2006 and 2009. Almost all groups enjoyed an increase in adoption after 2010. Three notable examples of decline in adoption over the last two years are Class C 12-30, C 56+ and DE 12-30 cohorts. As mentioned above, Anatel, the Brazilian regulatory authority similar to the FCC in the U.S., has begun the process of decommissioning the open channel satellite service. This will almost undoubtedly result in significant increases in subscription satellite adoption in regions where there is inadequate cable television infrastructure. A re-examination of these same measures several years from now will surely show an even more radical shift in adoption of subscription satellite services especially among classes C and DE.

CHAPTER 2. FRAIL INFRASTRUCTURE ON THE PERIPHERY: AN EXAMINATION OF MEDIA AND INTERNET ON THE WESTERN FRONTIER OF BRAZIL[3]

Brazil being the largest nation in Latin America is often looked to as an example of successful development of Media and Internet technologies. However, these examinations are almost always limited to the major metropolitan areas of the country, such as São Paulo, Rio de Janeiro, Belo Horizonte, Brasilia, Natal and Salvador, which leaves the developing dynamic of the large rural interior of the country frequently unexamined. The author, Spence, had the opportunity to spend two years on-the-ground in two rural communities on the western frontier in the state of Mato Grosso and pursued a research strategy of case focused on the questions of infrastructure, media and internet availability and uses. This work was inspired by the ethnography of Antonio La Pastina (2004) of media habits in a small town in the state of Sergipe.

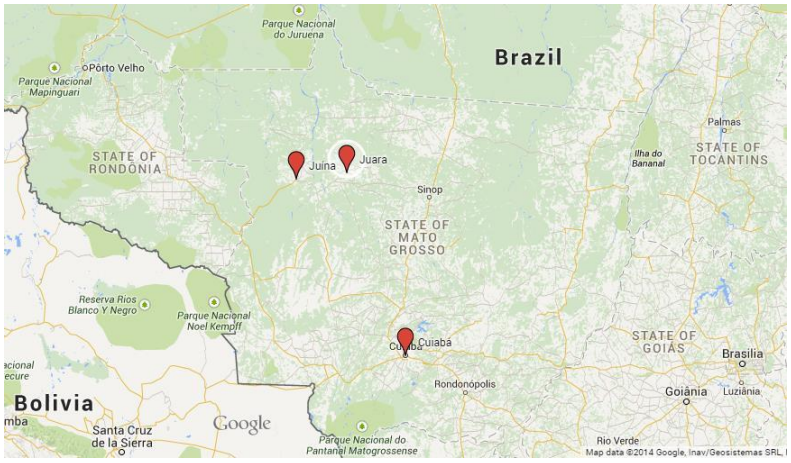


Image 1: Regional map of Cuiabá, Juara, and Juína in the state of Mato Grosso, Brazil. Source: Google Maps Engine.

[3] Chapter Two is a part of a two-year long research trip to examine telecommunications infrastructure in rural regions of western Brazil. While in the communities of Juara and Juina, Mato Grosso the researcher performed a case study of existing telecommunications infrastructure and media facilities. This chapter reports those observations.

The research was focused in the communities of Juara and Juína in the north-central and north- western regions, respectively, of the state of Mato Gross on the western edge of Brazil. Additionally, when possible the researcher visited indigenous villages in the rural zones surrounding Juara and Juína.

The physical context of Juina and Juara, in the Southern Amazon Rain Forest

This region of Brazil is considered to be in the Southern Amazon Rain Forest Basin, which is reflected in all aspects of life in these communities. The dominant sensation living in these communities is the striking degree of isolation from the major population centers of Brazil. While by the map, Juara is 400 miles north of the state capital Cuiába, and Juina is 450 miles northwest of Cuiába, poor roads and lack of bridges makes this trip nerve wrecking and can last from 10 to 18 hours depending on the weather. The locals are oft to remark that their town is at the edge of civilization, both psychologically and literally as the paved roads into the rain forest region end at both Juara and Juina. The path northward from both towns requires large 4x4 vehicles, skill, planning, and good fortune not to fall off of one of many handmade wooden bridges crossing large and powerful Amazonian tributaries.

Both of these towns were formed as an effort by the authoritarian military regime of the 1970s to settle and occupy the largely “empty” central and western regions of Brazil with settlers primarily from the southern region, who were mainly descendants of European immigrants who arrived in Brazil at the beginning of the 20th century. *”empty” – with quotation marks is the appropriate notation as documents from the Federal Government

from the 1970s speak at length about the need to colonize the unsettled regions; however, what was discussed in smaller, closed circles was the fact that, indeed, the region was not "empty" rather the entire region was occupied by over a hundred different ethnicities of indigenous Brazilians. In the 1970s there were on-going programs by the Federal Government to map un-explored regions and make contact with indigenous tribes willing to make contact with the "whites" from the central government. One such effort was made by the brothers Villas-Bôas whose efforts eventually resulted in the formation of the Xingu Indigenous Reserve, one of the first of its kind in Brazil, which guaranteed a protected territory safe from the advances of the rapidly expanding colonizers (Cowan, 1990; Davis, 1977; Hemming, Huxley, et al, 1973; Vilas-Boas Filho, 2006).

In the colonization of Juína, the federally appointed commission for colonizing the region was faced with a dilemma, as the appropriate law governing the colonizing process required that the region be "empty" before they could receive the charter to officially colonize the region. So, an un-named official contracted a band of ruffians to "clear" a large swath of land between two rivers, and by "clear" it can be understood that the ruffians chased the existing indigenous population across the river and killed any who refused to go. Upon receiving word that the land was then "empty" in 1977 and 1978 colonization of Juína began and Juara began colonization also in 1978, albeit in Juara by a private company rather than a governmental entity (Ioris, 2009). From 1977 until 1985 the region was 100% isolate. There were neither roads nor highways – only paths through the forest and barges to forge the strong rivers of the region. Communication technology was limited to amateur radio networks that spanned the region. When weather permitted newspapers and small books would be flown in from the Cuiába, the state capital, in the small private planes that carried the courageous and their essential supplies into the hinterlands.

The title is “frail infrastructure on the periphery,” and the frail part is a key metaphor for understanding the current situation. First, a short comment on the climatological situation of the region – being in the Amazon Basin weather in this region is limited to two seasons per year: 1. a rainy season that lasts from October to May, and 2. a dry season that lasts from May to October. Rainy seasons in other places in the world are called monsoon seasons, which means large volumes of rain non-stop for months, and the dry season is marked by no rain and blowing red dust storms. This detail is important in understanding the difficulties of maintaining telecommunications and media infrastructure.

While the early colonists were limited to amateur radio networks modern residents have a much broader swath of communications and media technologies available to them and are actively forging an ever stronger connection between these isolated communities and the larger Brazilian media-verse, frequently based in São Paulo and Rio de Janeiro, thousands of miles away. Unfortunately, even as these communities are gaining access to more sophisticated technologies and services, large obstacles interfere with their ability to maintain connectiveness with the rest of the country of Brazil, and indeed with the rest of the world.

Energy Infrastructure in Juara and Juína

First and foremost is the energy network – a requisite base service for technologies. The whole region was electrified in the 1990s, including the principal indigenous villages; however, the severe weather throughout the years has a habit of knocking out the electrical system on regular basis. Sometimes the power would be out 2-3 days a week

during the peak of the rainy season. Fortunately, the rest of the time the electricity is online.

Telephone Infrastructure in Juara and Juína

Telephone service into the region began with a couple phones lines ran across the interior to the towns around 1985. Home and office phone service began around 1990 and in the mid-1990s each town acquired a phone trunk capable of supporting 4000 phone lines. However, the currently population of each town is between 15,000 – 25,000 persons, and the trunk has been long since outgrown. As of March 2014, Juara has a total of 4000 fixed telephone lines installed, an additional 146 pay phones installed, and connected to the same system is a single free-to-use public phone in each of the three most populous indigenous villages close to the town. These three phones installed in the Apiacá, Kayabi and Munduruku villages are connected to Juara's telephone hub by high-gain radio antennas as alternative to running phone lines the remaining 25 miles to the indigenous villages. The inventory of telephony is similar in Juína; however, it is closer to 7000 fixed lines installed and 160 pay phones installed.

Both Juara and Juína have 3G cell phone towers that provide cellular services to the citizenry via the Oi!, Claro and Tim service providers. Notably, the cell phone towers do not reach indigenous communities. For those living within reach of cellular services, the impact on daily life has been profound. More than 90% of residents have cell phones and more that 60% of residents have smartphones. Even though expensive smart phones, like Apple iPhones, can be found among more affluent consumers, there are a wide variety of inexpensive smartphones to be had. Given aggressive and predatory pricing practices by the cell providors, Oi!, Tim and Claro, many consumers purchase multi-chip cell phones

that support up to four SIM chips. Locals, especially younger than 50s, have embraced cellular 3g based text communication services, such as Facebook and Whatsapp. A recent inventory showed over 30 Facebook groups in each town and over 100 Whatsapp chatrooms related to each town.

Not having much to do in Juara, the Friday night thing to do is to gather on the sidewalk of the main street, socialize and drink beer; however, on a recent visit to Juara many of the young people were focused on the dim glow of the cell phone screen rather than socializing in the many small groups that tend to aggregate on the sidewalk. This is a trend seen throughout the region. Unfortunately, it is necessary to revisit the "frail infrastructure" metaphor used in the title of the paper, as the cell phone service is out for close to 40% of the time. The situation is slightly worse in Juara than Juína, and worsens during the rainy season. The locals take being without electricity and cell phone service in stride, and fall back on frontier survival skills delivering messages face-to-face, and settling on the porch with the family accompanied by a small fire.

Internet Infrastructure in Juara and Juína

In addition to accessing the Internet via smartphones on the 3G cell network, when it is online, there are two main options available in the towns: DSL and radio Internet. In Juína this is a rather simple arrangement as there is a fiber optic cable that follows the state highways from Cuibá to Brasnorte and then heads west until it arrives in Juína. Access to this fiber optic Internet connection is divided into two parts 1-2 megabyte connections that are sold to homes and offices, and 7-10 megabyte connections that are sold to enterprise customers. Unfortunately, in Juína the installed DSL infrastructure has been exhausted at 2000 customers, and as the manager of the Oi! retail store will recount

there are hundreds of applications for new DSL connections but there are no more *portas*, or ports, installed in the town so the only option to acquire a DSL connection is to wait until a port is freed up because someone dies or moves out of town. Enterprising locals in Juína, as well as, all over Brazil, are operating secondary internet service providers providing connectivity to the home and business utilizing radio transmission technology. The small business will contract with the telecommunications provider for a 7-10 megabyte DSL and then the company will construct a 50-60 foot tall metal antennae in the middle of town with a radio internet broadcast / receiver, see image 2). Home and businesses are sold Internet connectivity via the radio antennas attached to the roofs of their buildings, such as in image 3 – this is only one such model. Consumers are given options of 300 kbps to 1-megabyte connections and businesses can subscribe up to 4 megabytes in Juína and 2 megabytes in Juara. A two-megabyte connection will cost around $140 Brazilian Reais per month or $56 U.S. Dollars per month.

Image 2. SATT Technologies installing the radio internet broadcast receiver antennae on top of a 50 foot metal tower in Juara, Mato Grosso in 2013.

Image 3. nivelNet Internet Service Provider 25db radio antennae that is attached to the roof of a home or business and communicates with the antennae in image 2.

There is a notable difference between Internet connectivity in Juína and Juara. As mentioned above there is a fiber optic line that runs from the capital north to Brasnorte, then west to Juína. There is a contract to run fiber optic cable from Brasnorte north to Juara; however, that has not happened due to rampant corruption in the region. The road from Brasnorte to Juara is only partially pave and crosses two strong rivers, the Rio do Sangue or Blood River, and the Arinos River closer to Juara.

Image 4. Bridge over the Rio do Sangue, or Blood River, on the road from Brasnorte to Juara, Mato Grosso. The wooden bridge on the left is the current bridge and the cement bridge on the right that has been blocked due to corruption and which would support the fiber optic line contracted for the town of Juara.

Multiple sources confirmed that the bridge crossing the Blood River is key to running the fiber optic cable to Juara, and the completion of that bridge has been blocked for three years – apparently, because the company building the bridge has refused to pay a rather sizable bribe to a local politician, indicating the importance of corruption and political control at the local level for expanding, reducing and controlling the local infrastructure for communication and telecommunication. Thus, not only inhibiting transit in and out of the region but also impairing the capacity for connectivity to the Internet in Juara. Since the installation of fiber optic lines in Juara was not successful the community has had to find a more creative solution to maintaining connectivity. The solution was to construct a series of large radio relay towers crossing the distance between Juína and Juara, several

hundred miles across rugged and isolated territory. This system is prone to frequent outages and heavy lag given the distance and the limitations of radio technology.

One alternative that is serving both the towns and in the indigenous villages is satellite based Internet connectivity. The Brazilian Federal government has for almost a decade and more recently the state government of Mato Grosso has been deploying satellite based Internet kits. These kits include a satellite antenna, modem, router, several computers and surge protectors. They have been installed most recently in 9 different NGOs in the Juara region, as well as, each indigenous village that has a public school receives a kit. The bandwidth in these systems is limited to 2-3 megabytes. The Kayabi village just north of Juara has been quite creative in their use of the satellite connection in that they purchased a wireless router and a 10db antenna and connected it to the satellite modem thus giving the entire village wireless internet.

Increasingly, significant portions of these rural communities has some degree of internet connectivity; however, the extreme limitations on the capacity of the internet infrastructure means that significant parts of the region do not have access to watching videos online or downloading files online or online gaming, outside of Facebook games, or numerous other interactive technologies that require a both a lesser degree of internet lag and greater bandwidth. One regional company, SATT Technologies in Juara, went as far as investigating the cost of running their own fiber optic cable from Sinop, a larger city to the east with existing fiber optic connections, and found the proposal to be cost prohibitive.

Radio in Juara and Juína

Radio in a rural setting, such as the communities of Juara and Juína, is key in maintaining contact between the town and the populations residing on farms and ranches deep in the rain forest. In Juara there are three radio stations: Radio Tucunaré, Radio Difusora and Radio Cidade FM. The first, Radio Tucunaré, is a high-powered AM station that transmits to several hundred square miles in rural area surrounding Juara, and was founded by three surgeons who also founded the town's private hospital. The main role of the station, as articulated by its general manager Valéria Domingues is to serve as an open forum for the community, and this can be demonstrated through a process used on the station called "bilatinhas", or little notes, that are collected via phone calls, sms messages and emails to the station that are then read out on the air.

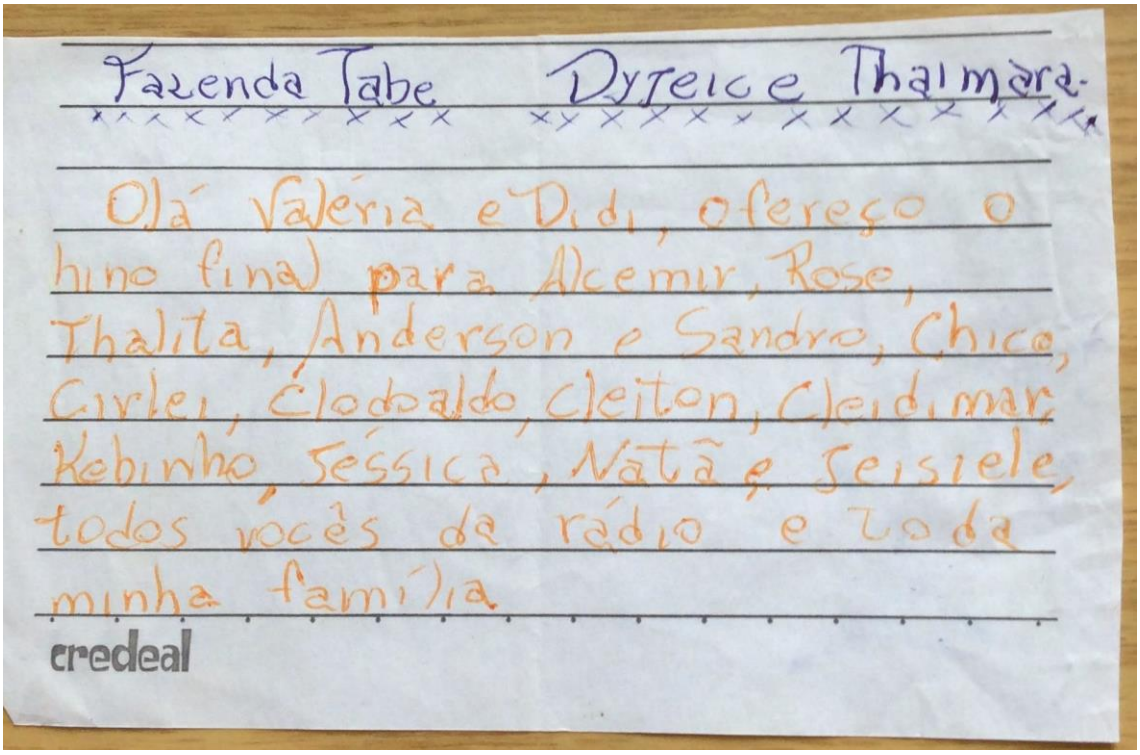


Image 5: A *bilatinha* [little note] that I was asked to read on-air during my visit to Radio Tucunaré in Juara, Brazil. The note is from the Tabe Ranch and was submitted by Dyreice and Thaimara, and says, "Hi Valéria and Didi, we offer the final hymn for Alcemir, Rose, Thalita, Anderson and Sandro, Chico, Cirlei, Clodoaldo, Cleiton, Cleidimar, Kebinho, Jessica, Nata and Seiseile, everyone at the radio station and all my family." Basically saying hello to all their friends also listening to the radio station. An average radio show could include several dozen of these messages.

Bilatinhas [little note] can range from items for sale to announcements that people from one ranch or another will be coming to visit the city. Radio Tucunaré is privately owned and funded by advertising. Radio Difusora is part of a local media conglomerate – the Riva Group – owned by local state senator José Riva and his family. Radio Difusora is an FM channel that has a morning talk show frequented by local politicians and business owners and broadcasts recorded music the rest of the time. Radio Cidade FM is a public broadcasting channel serving the city that operates a low-frequency transmitter at 89.9

mhz and is operated by a not-for-profit group called the Association for the Artistic, Cultural and Social Development of Juara or ADACS. Brazil has regulations governing public broadcasting similar to American laws in that there is a strict distinction between sponsorship of airtime and on-air advertising. This distinction has generated a great deal of conflict between Radio Cidade FM and the other stations, with the other stations denouncing Radio Cidade FM to ANATEL resulting in Radio Cidade FM's broadcasting equipment being confiscated on more than one occasion.

With Juína being a larger community there are more radio stations with 7 in total, which can be divided between religious, or church affiliated, commercial and pirate radio stations. Radio Metropolitana 87.9 FM and Band FM Juína 95.9 are the two commercial radio stations – both have a strong focus on local events and Band FM Juína is an affiliate of the national Band radio network, which allows for afternoons and nights to retransmit national radio content. Radio Nazaré 89.5 FM is a part of the Juína Catholic Diocese' media intervention in the region and includes a high-powered radio station, a television, a monthly print newspaper and an online presence.

Dom Neri José Tondello, the Bishop of Juína and surrounding areas going north to the border with the state of Amazonas, explained in an interview that ever since the founding of the Diocese in 1997 by his predecessor, Dom Franco Dalla Valle, a focus on media has been a prime focus of the church's efforts in the region. According to Brazilian Census numbers there are more than 50,000 Catholics in the region served by the Diocese of Juína. The Nazaré radio and television stations were founded there in Juína and are affiliated with the Catholic Television Nazaré Transmitor located in Belem, Para. Dom Neri explained how that in addition to the radio, television and print newspaper the church's efforts have been redoubled in an embrace of digital technologies, including Facebook and Whatsapp. Don Neri recounted how popular the Diocese's Whatsapp

chatrooms are with young people that when he was participating in the canonization of Pope John Paul II in Rome, Italy by Pope Frances, Don Neri's cell was vibrating in his robes the whole time with messages from his flock in Juína, Brazil wanting real-time updates on the event. Don Neri stated that he was truly impressed by the ability of the digital technology to connect the young Catholics with the real-time goings-ons in both the local and global Catholic Church.

Additionally, there are at least four pirate radio stations operating in Juína: Radio Atalaia 104.1 FM, Radio Atividade FM, Radio Lider FM and Radio Semear 93.5 FM. Radio Semear has an unofficial relationship with the Assembly of God Church, as it's director is a member of the church and promotes content related to the church's message on the station. Radio Atividade is owned by a former governor of the state of Mato Grosso and is currently offline. When asked why they are a pirate station, the owners respond, off-the-record, that the cost of obtaining the license from Anatel is too high and the radio transmission equipment is quite inexpensive, so even if Anatel takes their equipment this week, they can be back online quickly. Interestingly, despite being a pirate station, Radio Semear is an affiliated re-transmitter of the nationwide programming provider Radio Estúdio Brazil, which provides pre-recorded radio programs.

Television in Juara and Juína

Television in Juara and Juína is limited to three options: local signal broadcast by local TV channels, open satellite signal and paid satellite television service. A local signal transmitted by TV Juara, an affiliate of the national television network, TV Record, which is also owned by the Riva Group – a part of the region media empire of local state senator José Riva. Although the signal broadcast can only be received within a one-mile

radius of the transmission tower, the noon show led by TV journalist Paulo Becker is widely watched within the community. Although the station has made a push into more local programming the majority of the programming is rebroadcasted from TV Record in São Paulo. In Juína local television channels include the Catholic channel TV Nazaré, which is affiliated with the Catholic Nazaré Network in Belem, Para; TV Cidade Verde (Green City), which was an affiliate of SBT from 2007 – 2009 when it was shut down by Anatel, and since 2009 is an affiliate of the Rede Bandeirantes or BAND network based in São Paulo; the TV Record of Juína led by the colorful and provocative local personality Lelinho dos Santos Kapich who produces a popular community show for two hours every weekday. Although there is licensed a rebroadcasting tower in Juína to transmit Rede Globo, this tower has not been online for the last two years.

Image 6. The *parabolica* (parabolic antenna) made by Century is a 3 foot wide aluminum mesh satellite antennae sold for $300 Brazilian Reais or $150 U.S. Dollars is the most popular for most lower and middle income households in the region.

The *parabolica* C-band service is most sought out because it provides a clear signal to watch TV Globo direct from one of the major cities. Additionally, close to thirty other open access channels are available via the *parabolica* service without a monthly subscription fee. Notably, is that the Brazilian regulatory agency has scheduled for the C-band service to be phased out over the next decade to be replaced with digital service of the type provided by Dish Network or DirectTV. Both are quite popular with more affluent households in Juara and Juína. According to the sales agents in Juara and Juína subscriptions to digital satellite TV service do not exceed 3000 users in each town, and the cost for the service begins at R$75 and goes to R$200 each month, or US$30 to US$80.

Within the National Context

Since the 1960s drive by military governments in Brazil to get both telecommunications and broadcast infrastructure out to even the most remote regions of Brazil, using technology to include the remote spaces on Brazil's frontier has been a very high priority for national government policy, However, national government policy often runs into much more recalcitrant and entrenched local power structures, as well as objective problems like distance, bad roads, rains, etc. that make this media inclusion of the Brazilian periphery very difficult. This study finds that getting media through the last leg of connectivity, from regional capitals and hubs to the residents of very small frontier towns like Juína and Juara is still very difficult.

Brazil has a somewhat decentered government structure in which a great deal of power still rests with state and local officials, many of whom are also media owners, since the extravagant giveaways of radio and television licenses that began with the Sarney government after Brazilian's return to civilian government in 1985. Many of those local

power holders have their own political and even commercial reasons for moving ahead or not with the expansion of local access to more kinds and types of radio, more stations carrying more national television networks, and more access to Internet. All this compounds the already large job of bringing in media past the natural barriers of distance, weather and other infrastructures.

In earlier discussion of the digital divide and digital inclusion the foci of the discussion was of the haves and haves-nots; however, what is taking place in these rural regions is that there is an extremely strong drive to integrate the internet and interactive technologies into every aspect of daily life. Unfortunately, the ability of the local community to acquire access beyond the minimum of connectivity is blocked by public policy impasses, as well as, local and regional corruption placing personal profit and gain over the well-being and advancement of the communities that these politicians are supposed to be representing. The electronic "coronels" described above still dominate the media infrastructure of small towns like Juína and Juara to the detriment of the expansion of national television networks, much less the expansion of necessary new technologies like the Internet or adequately provisioned bandwidth of cell phones, which are becoming ubiquitous, even on the frontier.

CHAPTER 3. CULTURAL PROXIMITY AND LINGUISTIC PREFERENCES IN MEDIA HABITS[4]

American programmers may be finding it difficult to break into the international television market nowadays, but it was not always so. During the 1960s and 1970s, many studies reported a one-way flow of media, particularly television programs, films and news, from the U.S. and a few other European countries to the rest of the world. Schiller, a leading critical scholar, showed for example that 65% of all world communications originated in the United States (Schiller, 1976). An international study in 1973, financed by UNESCO, found that over half of the world imported most of their TV shows, mostly entertainment from the United States (Nordenstreng and Varis, 1974). However, this was a very temporary trend. As early as 1965, the brand new TV Globo in Rio nearly failed when it tried a program strategy heavy with U.S. imports on the advice of its partner, Time-Life. It began to succeed over the next four years as it dumped that strategy and hired local producers to create national shows (Straubhaar, 1984).

Throughout the 1970s-1980s, several of the larger and/or wealthier countries were producing far more of their own television programs, notably Brazil and Mexico in Latin America, along with several in Asia (Lee, 1980, Straubhaar, 1984). Some, like Brazil and Mexico, were beginning to export them, both regionally and globally (Sinclair and Straubhaar 2013). Regional television markets grew in several parts of the world, starting with Latin America (Sinclair, Jacka et al., 1996). This surprised both Hollywood and many analysts since up until that time most people supposed that a combination of control over distribution, high production values and cultural familiarity, dating from Hollywood films would keep U.S. television programs in prime time indefinitely. One British critic expected "Wall to Wall Dallas." In reality, most Latin American countries rejected Dallas and preferred either national or regional *telenovelas*.

[4] Methodological notes and explanations for understanding the data presented herein can be found in the introduction. All tables presenting the numbers behind these charts can be found in Appendix 3.

One theory to explain this was *cultural proximity*, the idea that audiences would prefer either their own local or national television, or if that was lacking in the genres audiences wanted, television from similar, nearby cultures (Straubhaar, 1991). However, this tendency seemed to have limits, even in the 1970s-90s. Audience research noted that upper class or upper middle class audiences in Latin America were more likely to prefer television from dissimilar cultures than were middle class, lower middle class or working class audiences (Straubhaar, 1991; 2007). This chapter explores the questions of cultural proximity through the lens of preference for foreign produced television content, specifically examining the desire for subtitled or dubbed or original language content, as well as preference for English or Spanish language content. This we are able to examine with a certain degree of granularity and are able to see specific differentiations between social classes, age cohorts and geographical regions within Brazil over a 10-year time period from 2004 to 2014.

Dependency on U.S. in television and Cultural Imperialism

Deriving from Marxist roots, in which culture serves as the ideological support for dominance by capitalist ruling classes, cultural dependency theory looked primarily at the role of media as part of the economic relations of dependency. In this analysis, Third World countries depended on the industrialized world for capital, technology, and most manufactured goods, while exporting low cost primary products or cheap manufactured goods, which added little benefit to the local economy. Speaking primarily of Latin America, Fox observed that, "Cultural dependency generally was taken to mean the domination of content, financing, and advertising of the domestic media by foreign, specifically U.S. companies" (Fox, 1992). Audience choices were not really considered, as a logic of economic domination was assumed to prevail.

Cultural imperialism tended to assume a dominance of imported television, which would lead to a homogenization of culture. These programs were assumed to be overwhelmingly attractive because of their higher production values, their quality of

acting and writing, and the appeal of modern U.S. life that they portrayed (Straubhaar, 1981).

National production

One of the first major empirical arguments against dependency and cultural imperialism rested in the success of emerging Third World producers: TV Globo in Brazil (Straubhaar, 1984), in pushing imported programs out of prime time, substituting imported programs in favor of local or national television production. Their growth and commercial success came from attracting large national audiences to their nationally produced programs, such as *telenovelas*, other dramas, music, comedy and large variety shows (Tunstall, 2008) and successfully drawing the advertising required to support the cost of that programming (Mattos, 1984, Straubhaar, 1984). Further, Brazil pushed forward to export to other countries within their geo-cultural regions, such as: Latin America or cultural linguistic markets: like the Lusophone linguistic space, where Brazil exported telenovelas to Portugal starting in 1976 and Lusophone Africa, after that.

Cultural Proximity

The theory of Cultural Proximity (Straubhaar, 1991) tries to explain why television production is growing within Latin America and other regions of the world at both the national and regional levels: All other things being equal, audiences will tend to prefer that programming which is closest or most proximate to their own culture, starting with national programming, if it can be supported by the local economy. Localized or nationalized cultural capital, identity and language tend to favor an audience desire for cultural proximity, which leads audiences to prefer local and national productions over those which are globalized and/or American. Cultural proximity is created by a feeling of cultural closeness or similarity, perceived in specific things like humor, gender images, dress, style, lifestyle, knowledge about other lifestyles, ethnic types, religion, and values that seem familiar or comfortable.

An anthropologist who had studied Brazil extensively, Konrad Kottak observed in 1990, that "common to all mass culture successes, no matter what the country, the first requirement is that they fit the existing culture. They must be *preadapted* to their culture by virtue of **cultural appropriateness** (emphases in the original). If a product is to be a mass culture success, it must be immediately acceptable, understandable, familiar, and conducive to mass participation" (1990, p. 43). The Brazilian case shows how strong the preference is for national programming. The major channel, TV Globo, produces over 12 hours a day of programming for itself, including over 85 % of its prime time programming. This kind of production can only be achieved when the domestic market is large enough to support the products and when the cultural industries are sufficiently developed to manufacture them.

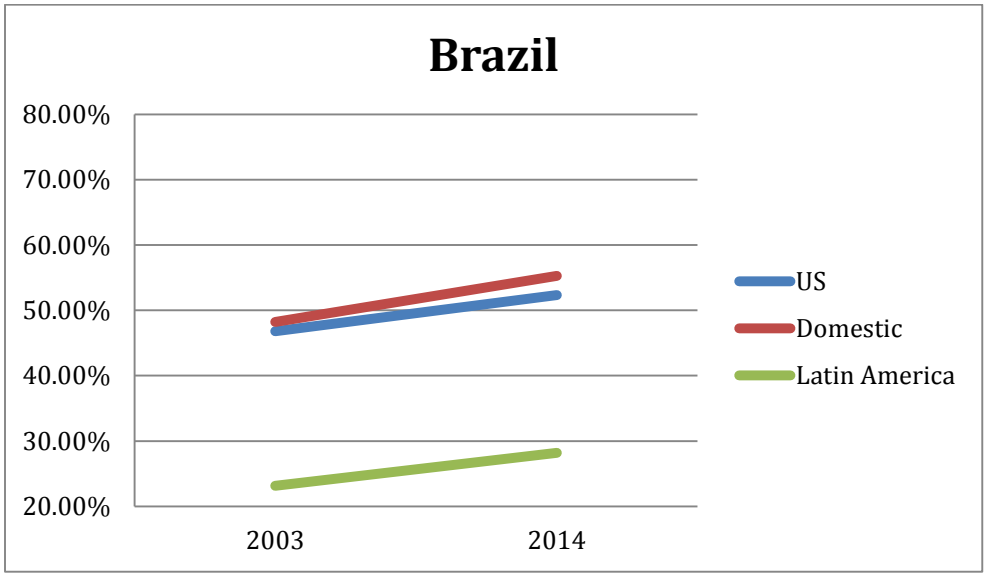
Hoskins and Mirus (1988) have also created a useful concept for examining the attraction of national programming to national audiences: the *Cultural Discount*.

> *A particular programme rooted in one culture, and thus attractive in that environment, will have a diminished appeal elsewhere as viewers find it difficult to identify with the style, values, beliefs, institutions and behavioural patterns of the material in questions. Included in the cultural discount are reductions in appreciation due to dubbing or subtitling... As a result of the diminished appeal, fewer viewers will watch a foreign programme than a domestic programme of the same type and quality, and hence the value to the broadcasters, equal to the advertising revenue induced if the broadcaster is financed from this source, will be less... the cultural discount explains why trade is predominantly in entertainment, primarily drama, programming (see Varis, 1985; (Chapman, 1987) where the size of this discount is minimized. Informative programming is much more culture specific and hence, particularly for news and public affairs programming, subject to such a large discount that little trade takes place... (Hoskins & Mirus, 1988, p. 500-501).*

Slight Increases in National Program Preference: Brazil

Unlike Mexico, to which it is often compared in terms of national productivity and preference, in Brazil the preference for national and US programming was quite close. Preference for national programming has kept slightly ahead of US programming and quite a bit ahead of regional programs. All increased over time, however. One interesting possible reason is that, unlike many other countries, national channels available on pay television increased steadily over this 2004-2014 period, as did regional channels. Furthermore, national cable laws required foreign channels to have at least 2 and ½ hours of nationally-produced programming every day. So access to multichannel television may have made access to and preferences for programming from all origins rise.

Figure 3.1 - Changing Preferences for National, Regional and US Programming in Brazil



Although the percentage of people who preferred national programming went up in Brazil, the number who said they most wanted two key national genres, *telenovelas* and series, went down, both among those who preferred national genres and among the whole general sample. Preference went down more for national series than for *telenovelas*,

perhaps reflecting the greater competition among series on various channels on cable and satellite television, especially from the U.S., whereas *telenovelas* remain a somewhat more unique genre in the nation and region. This pattern of declining interest was not true with national news, where preference for it grew among both the general audience and those who most preferred national programming.

Table 3.1: Genres Preferences vs. General Sample, Brazil

Brazil: Genre Preference Summary											
	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Series. National: Most frequently	33.30%	32.50%	30.80%	30.30%	30.10%	27.90%	29.30%	28.50%	28.40%	28.10%	24.90%
Series. National: Most frequently	41.20%	39.60%	36.60%	35.90%	36.20%	32.80%	33.80%	34.10%	33.40%	33.30%	30.80%
Soap Operas. Domestic:Most frequently	54.60%	58.70%	59.50%	56.00%	56.90%	56.00%	55.10%	54.20%	55.90%	53.80%	49.70%
Soap Operas. Domestic:Most frequently	62.10%	64.60%	65.20%	61.60%	62.20%	60.30%	60.40%	59.30%	61.30%	58.80%	54.70%
News. Domestic:Most frequently	70.80%	72.40%	73.10%	72.70%	75.90%	77.20%	78.30%	77.50%	75.60%	76.70%	75.70%
News. Domestic:Most frequently	75.10%	76.00%	77.00%	76.30%	79.70%	80.20%	81.70%	80.90%	78.70%	79.60%	79.90%

Language Preference Among Brazilian TV Consumers

In the study of television around the world, the Brazilian marketplace provides a unique opportunity for study, given the size and relative homogeneity of the viewing public. The entire country of almost 300 million people speaks a single language, Brazilian Portuguese, with a number of regional nuances and accents. However, despite this homogeneity, the TGI Latina database allows us to examine language preference in media in fine degree of granularity. Choice of language for viewing television in Brazil is very connected to cultural proximity. Choosing to watch in Portuguese is a choice for national content, or increasingly dubbed content on multichannel television. Choosing to watch in Spanish is a choice to watch television from the surrounding Latin /American region, a secondary level of cultural proximity. Choosing to watch in English implies a

choice to go beyond cultural proximity to watch much more different cultures on television.

In this section we will examine three questions: "Do you prefer to watch television in English?" and "Do you prefer to watch television in Spanish?" These will be examined across the four regions (Southeast, South, Central West, Northeast), the three social economic status (SES) categories (AB, C, DE), and the three age cohorts (12-30, 31-55, 56+). We will start with the SE region, which is the richest and most industrialized. One might hypothesize that the subsets of Brazilians that are more inclined to Spanish and English language programming are more connected to a globalized media space either due to exposure or education.

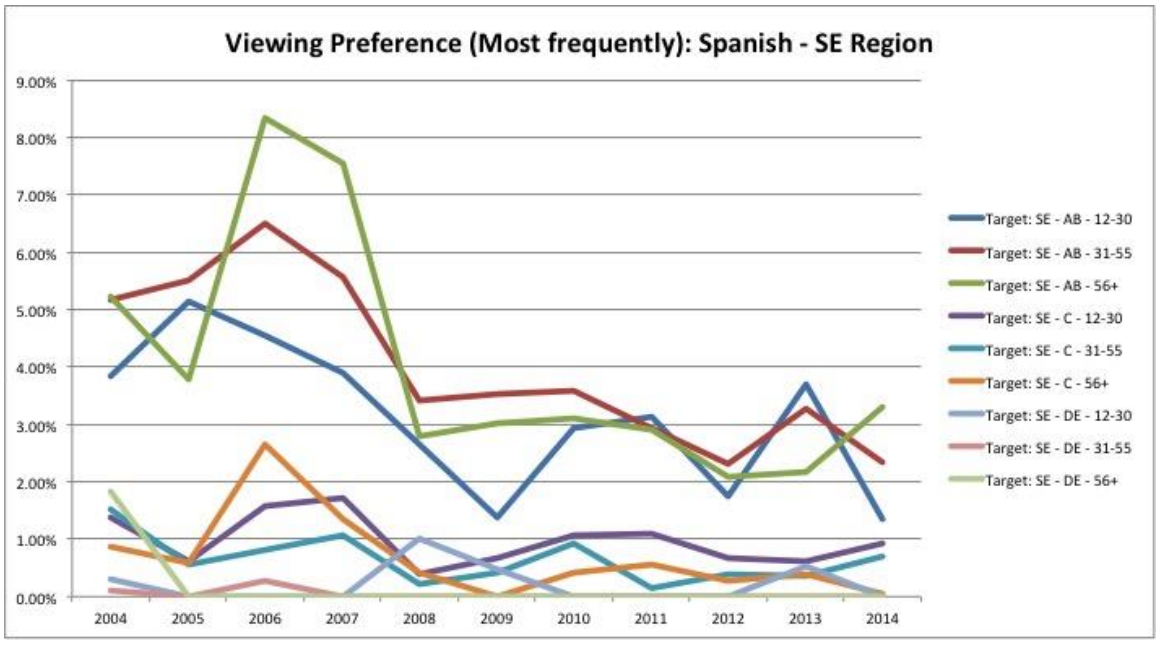


Figure 3.2 – Viewing preference for Spanish in São Paulo, Rio de Janeiro and Belo Horizonte from 2004 to 2014 by Social Class and Age Cohort. Source: TGI Latina.

These better off and betted educated elites may have been seeking more diversity of options for viewing in the 2000s, when the entry of Latin American channels into

multichannel TV may have been one of their best options, particularly if they did not want or were not able to watch in English. Notably there is a spike in Spanish language viewing in 2006, which declines significantly until 2008 among the Class AB aged 56+. Also, after a briefer spike in 2013 among Class AB ages 12-30, there is a sharper decline in 2014. However, the most prevalent trends is the large gap between Classes AB and C / DE. The middle and lower classes clearly are not engaged in watching Spanish language television. This can be related to the Bourdieu concept of linguistic capital, and the relationship between linguistic capital and cultural capital, which will be explored in more detail in Chapter 4.

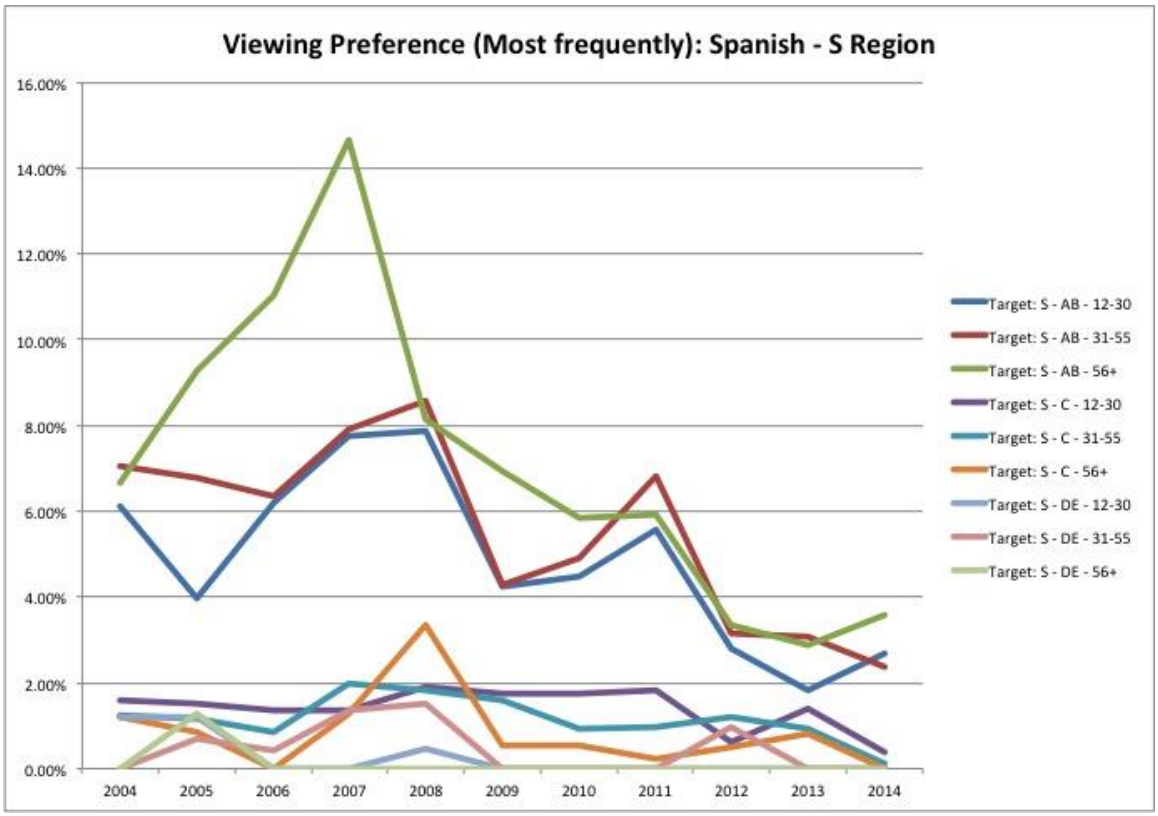


Figure 3.3 – Viewing preference for Spanish in Curitiba and Porto Alegre from 2004 to 2014 by Social Class and Age Cohort. Source: TGI Latina.

The trends in figure 3.3 representing the southern cities of Curitiba and Porto Alegre are very similar to the trends in figure 3.2. One might expect the consumption of Spanish language television content to be higher due to the cultural and geographic proximity to Spanish speaking countries; however, this is not born out in the graphic.

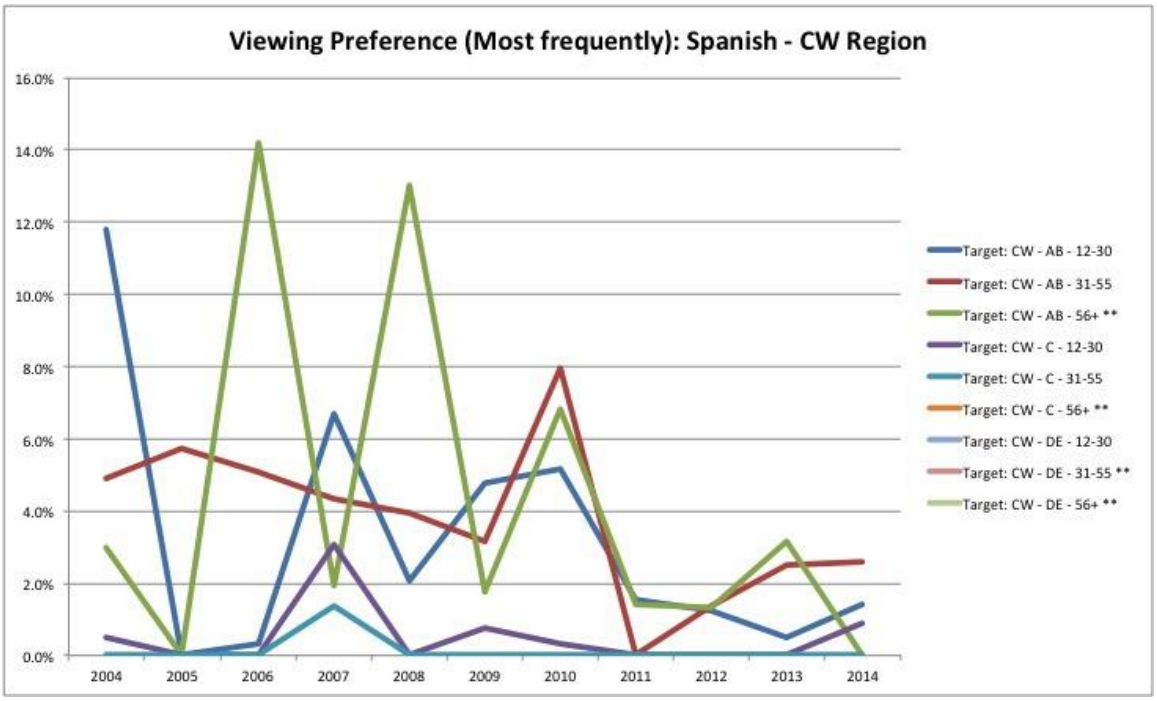


Figure 3.4 – Viewing preference for Spanish in Brasilia from 2004 to 2014 by Social Class and Age Cohort. Source: TGI Latina.

In figure 3.4 we see some peculiar spikes in Spanish language television consumption in Brasilia. The Class AB aged 56+ is the most active, followed by the other two AB classes. This is possibly explained by the migratory nature of the upper classes of Brasilia giving the seat of the federal government and government agencies being located in Brasilia, as well as, the international diplomatic corp. Notably, all classes DE reported zero interest in Spanish language content in Brasilia.

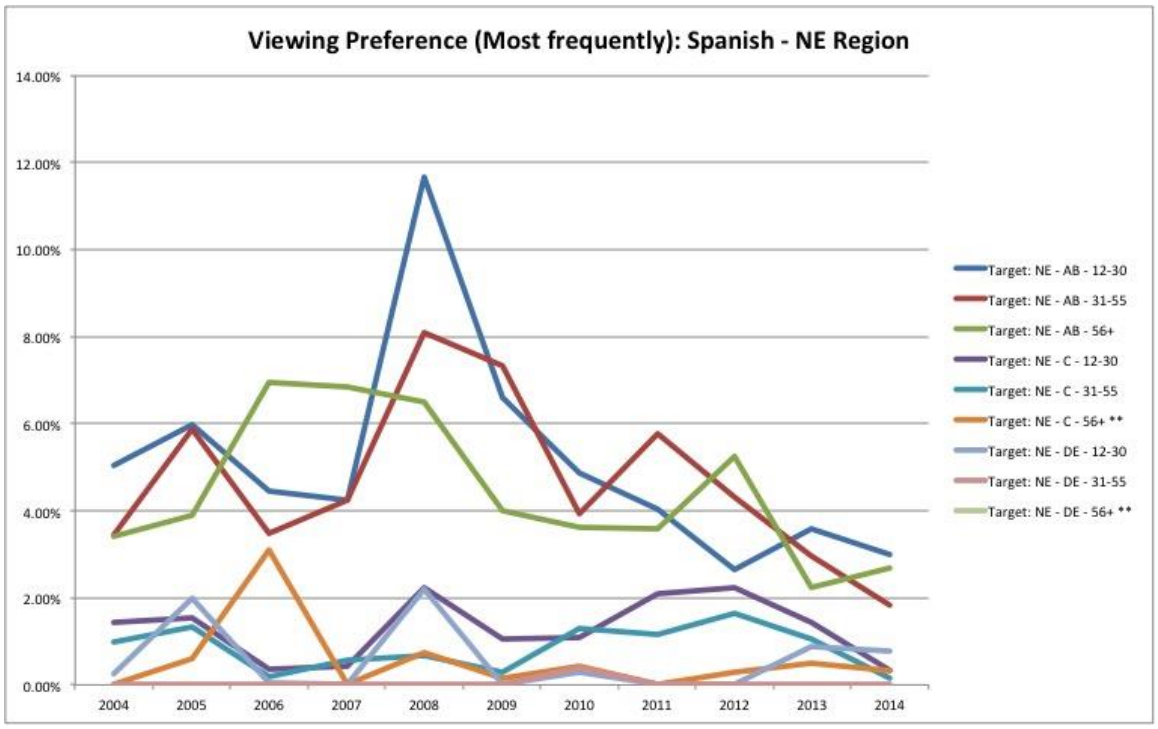


Figure 3.5 – Viewing preference for Spanish in Fortaleza, Recife and Salvador from 2004 to 2014 by Social Class and Age Cohort. Source: TGI Latina.

In figure 3.5, patterns are similar to the South but interest is more limited to one group, the youngest members of Class AB ages 12-30.

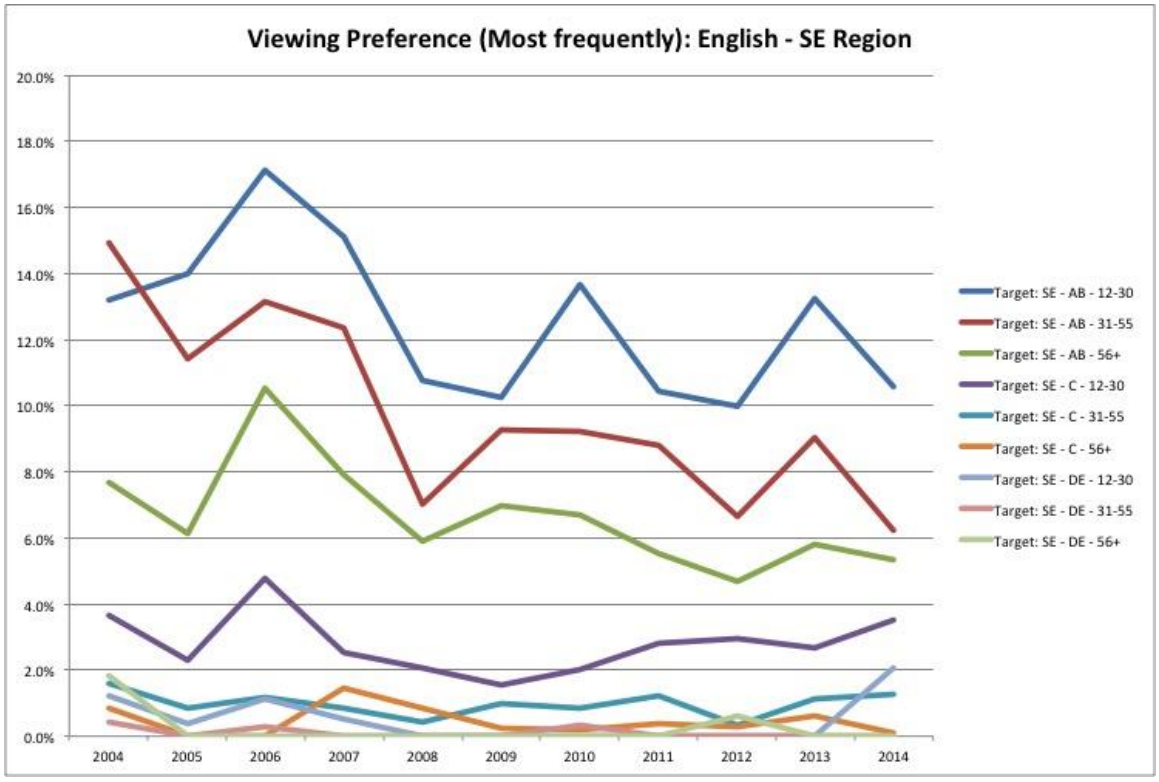


Figure 3.6 – Viewing preference for English in São Paulo, Rio de Janeiro and Belo Horizonte from 2004 to 2014 by Social Class and Age Cohort. Source: TGI Latina.

In Figure 3.6, viewing preference for English in the Southeast (São Paulo, Rio de Janeiro and Belo Horizonte) seems to show a similar pattern to preferences for Spanish in a certain way. It is largely upper class people preferring to watch in other languages, especially before there was much diversity, especially in multichannel, from Brazil—declining it seems in the period where more channels are available in Portuguese. However, the youngest and most affluent group, Class AB 12-30 is significantly higher than any of the other groups – followed the other two Class AB groups, then the youngest cohort of Class C.

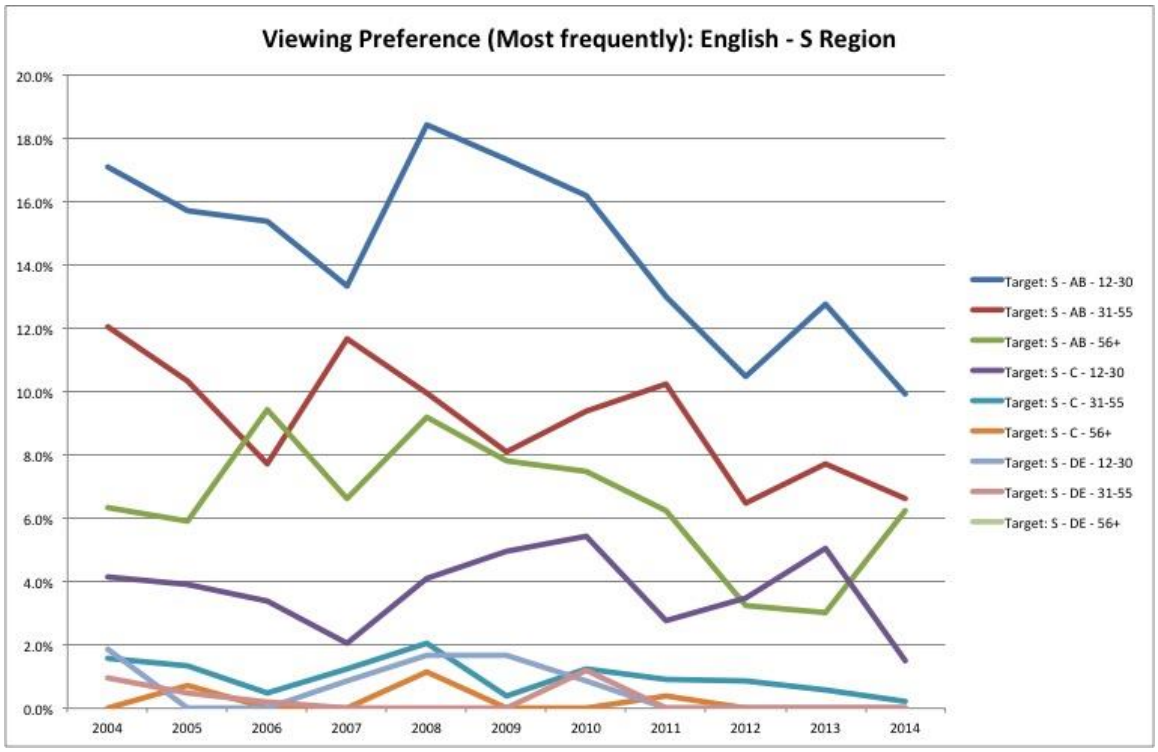


Figure 3.7 – Viewing preference for English in Curitiba and Porto Alegre from 2004 to 2014 by Social Class and Age Cohort. Source: TGI Latina.

Preferences in the South are similar to preferences in the Southeastern region with the exception of from 2013 to 2014 there was a notable increase in the Class AB 56+ cohort after several years of decline, and the same time there is a notable decline in the Class C 12-30 cohort.

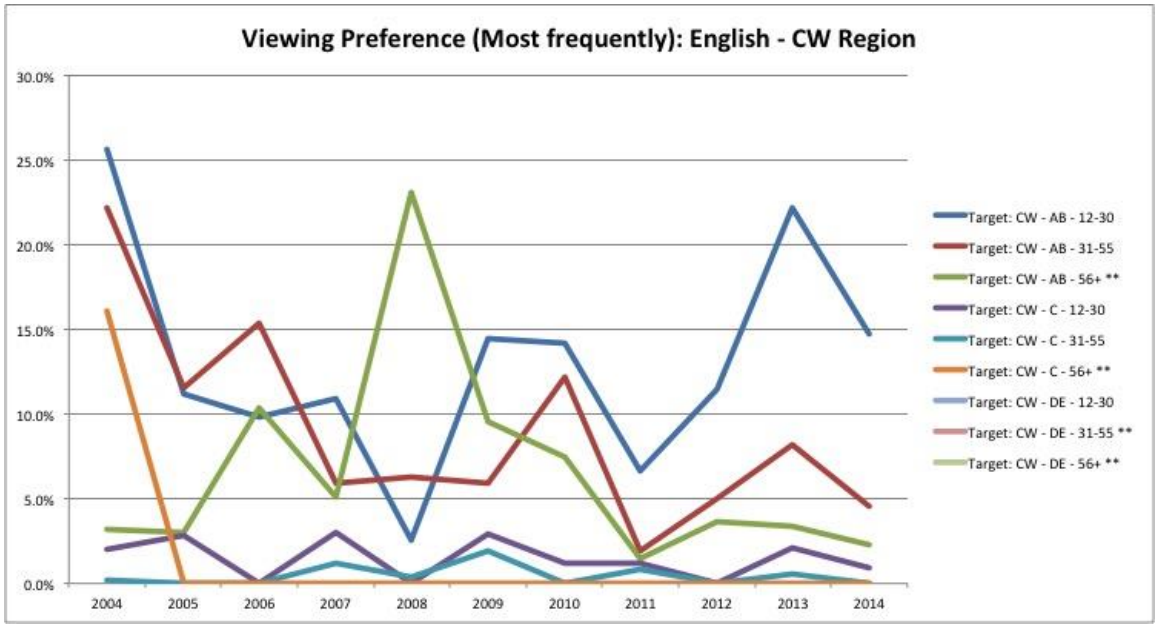


Figure 3.8 – Viewing preference for English in Brasilia from 2004 to 2014 by Social Class and Age Cohort. Source: TGI Latina.

In Figure 3.8, viewing preference for English in Brasilia, the fact that the preference stays higher may have to do with the higher level of education, especially in languages in Brasilia, an international capital with a high concentration of both better educated people and those with linguistic education/skill in particular, many of whom who work for or with foreign embassies, foundations, non-profits, companies, trade missions etc.

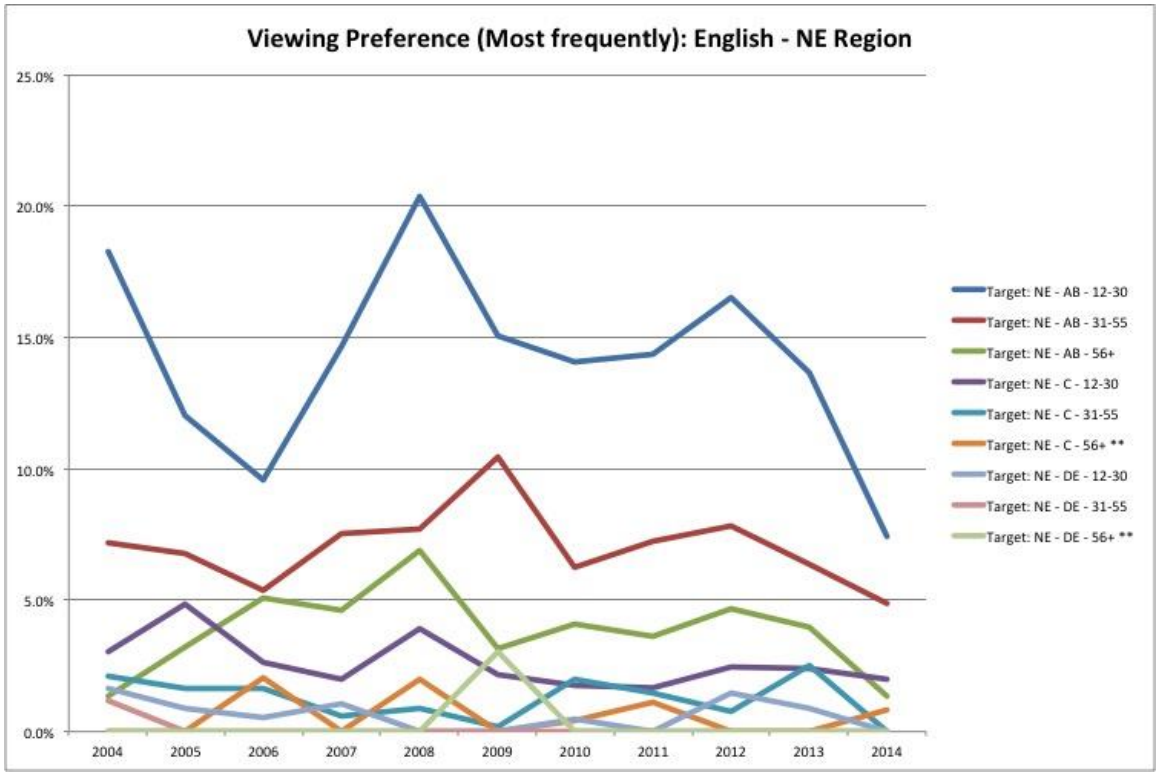


Figure 3.9 – Viewing preference for English in Fortaleza, Recife and Salvador from 2004 to 2014 by Social Class and Age Cohort. Source: TGI Latina.

In Figure 3.9 – Viewing preference for English is similar to other regions, but not Brasilia. Most notable is the distance between the Class AB 12-30 cohort and the other groups, as well as, the notable decline from 2012 to the present. This may be attributable to the significant increase in television content dubbed in Portuguese in recent years.

Dubbing versus Subtitles Preference Among Brazilian TV Consumers

As the Brazilian marketplace has grown there has been an influx of international content both on public and subscription channels. Initially, a majority of this content was subtitled; however, as Brazil developed the capacity to dub more and more content a significant amount of Brazilian television content is now available with Brazilian voices. With the mass adoption of digital subscription television either via cable or satellite services most Brazilians have access to the SAP (or second audio program) feature where they can choose which language they want to listen to a show depending on what options are available on that particular channel and for that particular show. Use of the SAP functionality is not consistently deployed across all channels. For example, watching the Simpsons on SBT, a basic broadcast channel, is likely only available dubbed; however, if the same episode of the Simpsons is watched on a digital cable channel the viewer can choose to listen to Homer speak in Portuguese or in English.

This section queries the TGI Latina database to discern what are the preferences among Brazilians for subtitled versus dubbed television programming across the four regions (Southeast, South, Central West, Northeast), the three social economic status (SES) categories (AB, C, DE), and the three age cohorts (12-30, 31-55, 56+). Notably the TGI Latina survey divides this into several different categories: Prefers dubbing –Series; Prefers subtitles – Series; and Prefers original language without subtitles – Series.

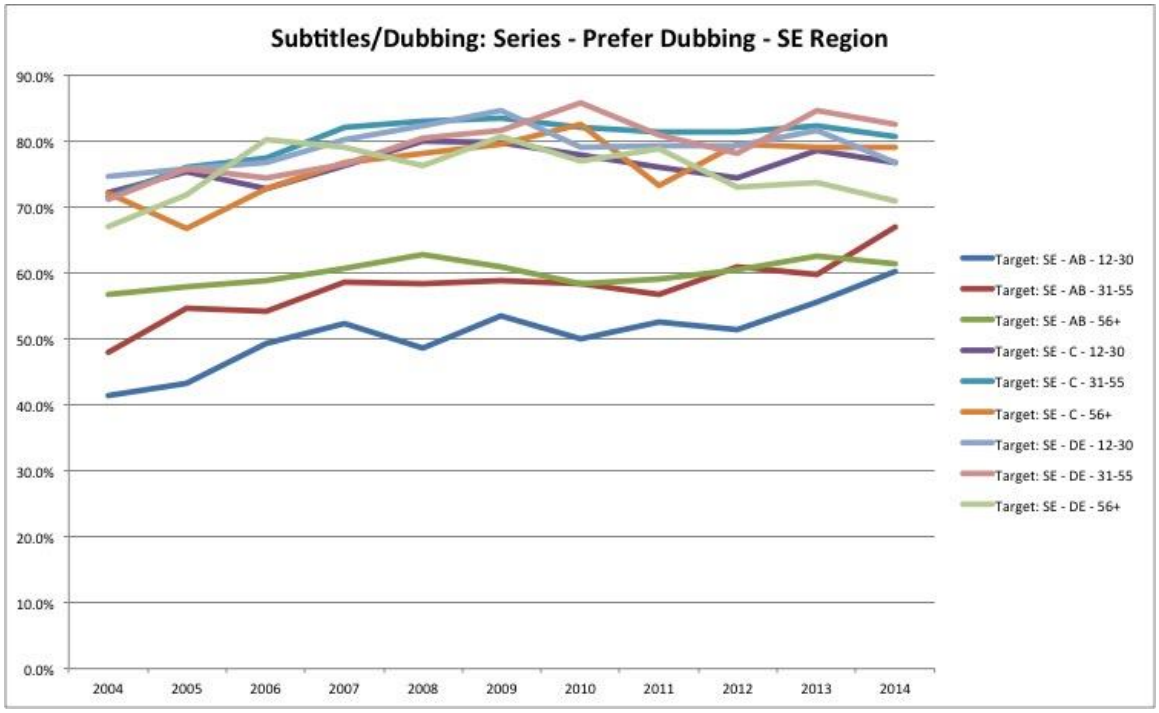


Figure 3.10 – Prefers dubbing of series in São Paulo, Rio de Janeiro and Belo Horizonte from 2004 to 2014 by Social Class and Age Cohort. Source: TGI Latina.

Figure 3.10 – who prefers dubbing of series in the Southeast (São Paulo, Rio de Janeiro and Belo Horizonte) shows a bifurcated, fairly stable pattern in which all age groups of the higher SES, better educated audience does NOT prefer dubbing, as their language skills permit them to watch in English or with subtitles.

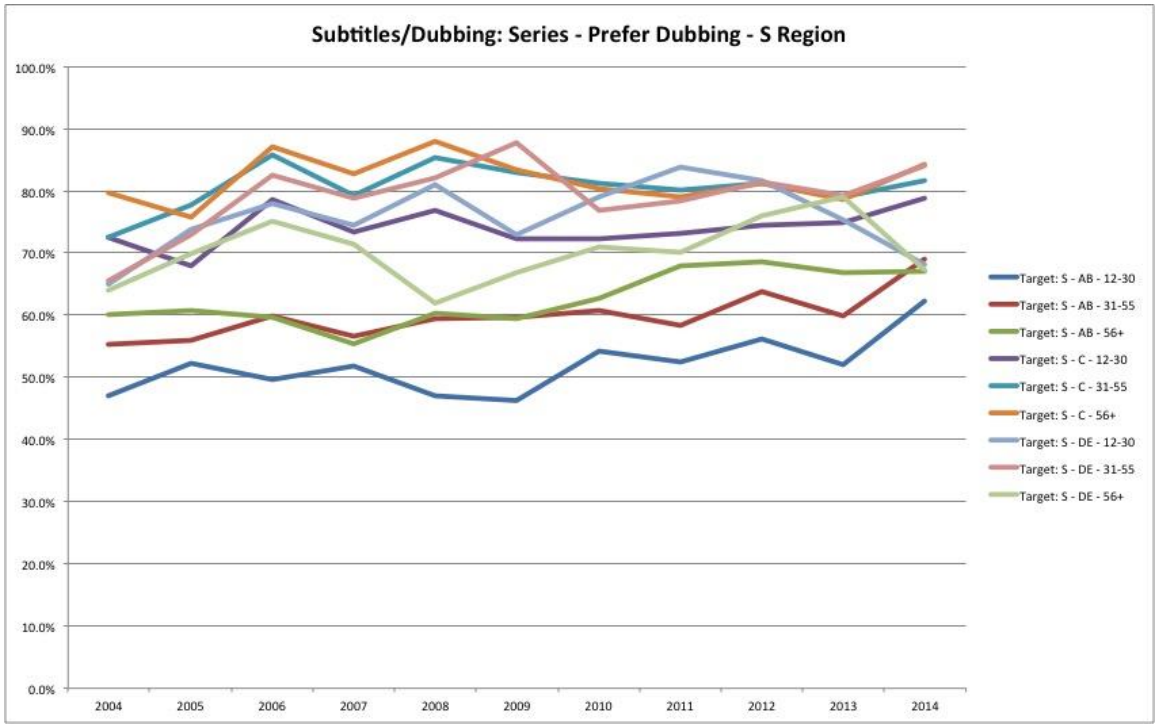


Figure 3.11 – Prefers dubbing of series in Curitiba and Porto Alegre from 2004 to 2014 by Social Class and Age Cohort. Source: TGI Latina.

The data on dubbing preferences for the South shows a similar pattern to the Southeast but clearest among youngest elites, less among older. The South probably has somewhat fewer well-educated older adults in class AB, since industrial and economic development there is somewhat more recent than in the longer developed Southeast.

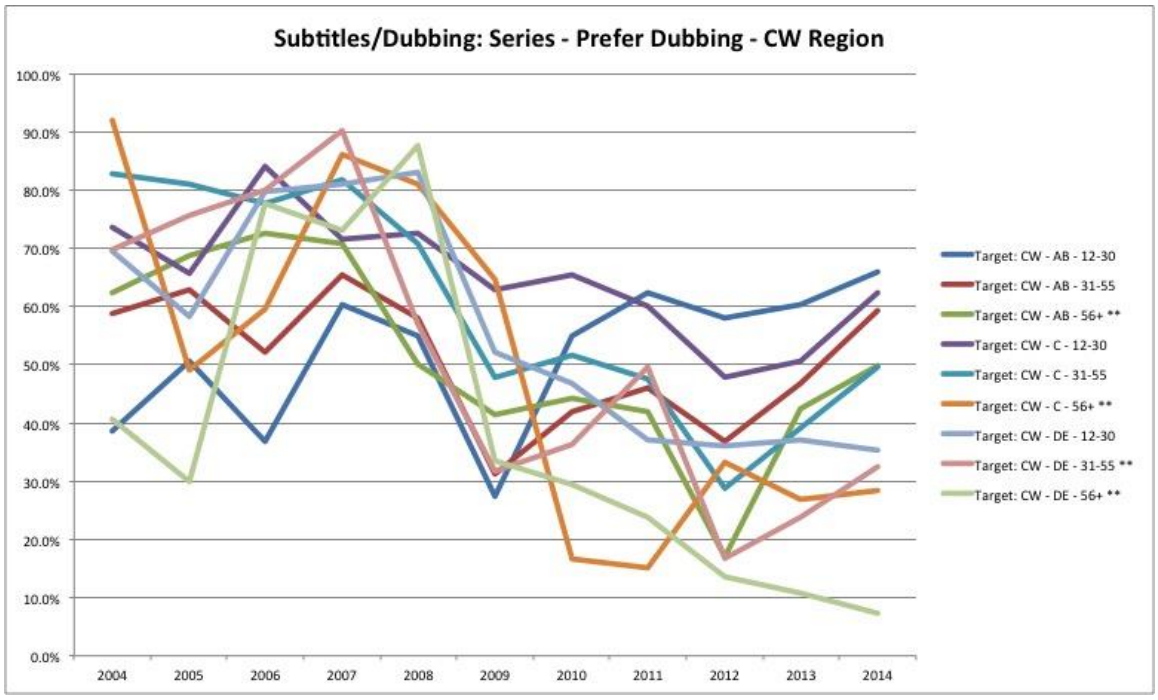


Figure 3.12 – Prefers dubbing of series in Brasilia from 2004 to 2014 by Social Class and Age Cohort. Source: TGI Latina.

In figure 3.12, on who prefers dubbing of series in Brasilia from 2004 to 2014 shows declines in most classes and ages over time, perhaps because of the requirement for greater language abilities in Brasilia, which may extend across classes. Watching with subtitles instead is one way to practice language for those who are motivated, which probably includes service workers, cabbies, etc. in a city with so many foreign language speakers, where the common language for them is English.

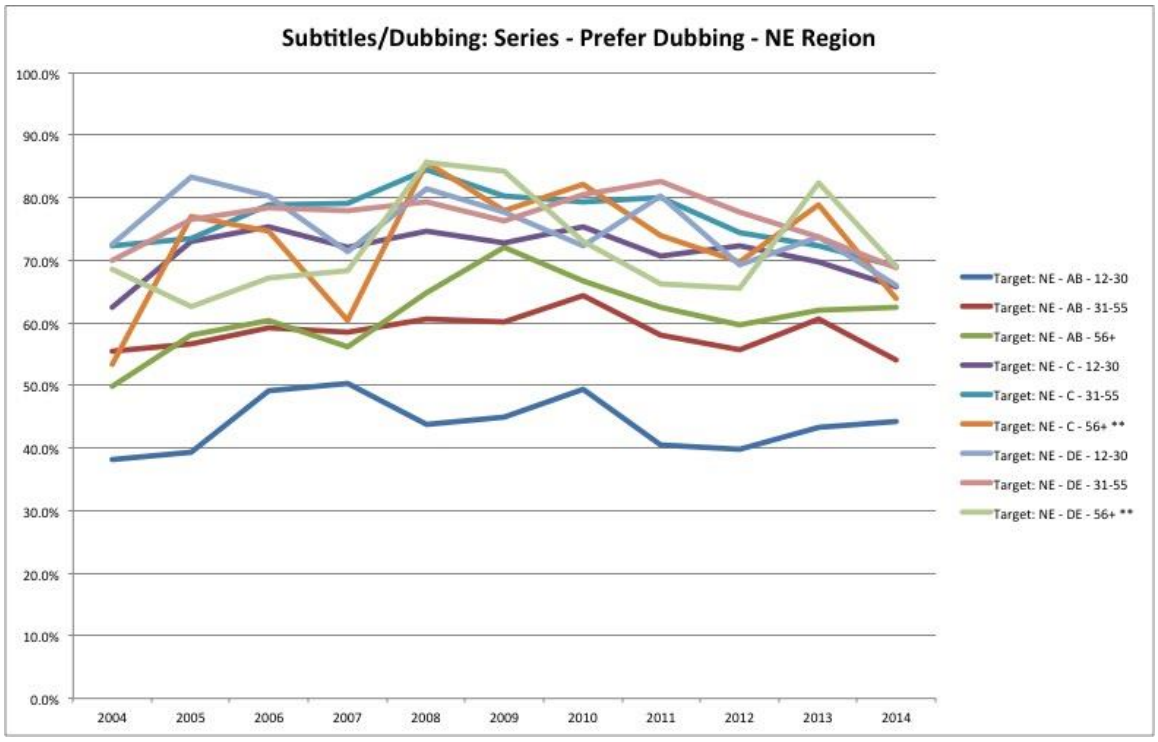


Figure 3.13 – Prefers dubbing in series in Fortaleza, Recife and Salvador from 2004 to 2014 by Social Class and Age Cohort. Source: TGI Latina.

In figure 3.13 on who prefers dubbing in series in the Northeast shows that the youngest elites stand out as being less interested in dubbing. Rather like the South, higher levels of education, even for those with relatively high SES, have only recently arrived in the Northeast, with the rapid expansion of education in the last fifteen years.

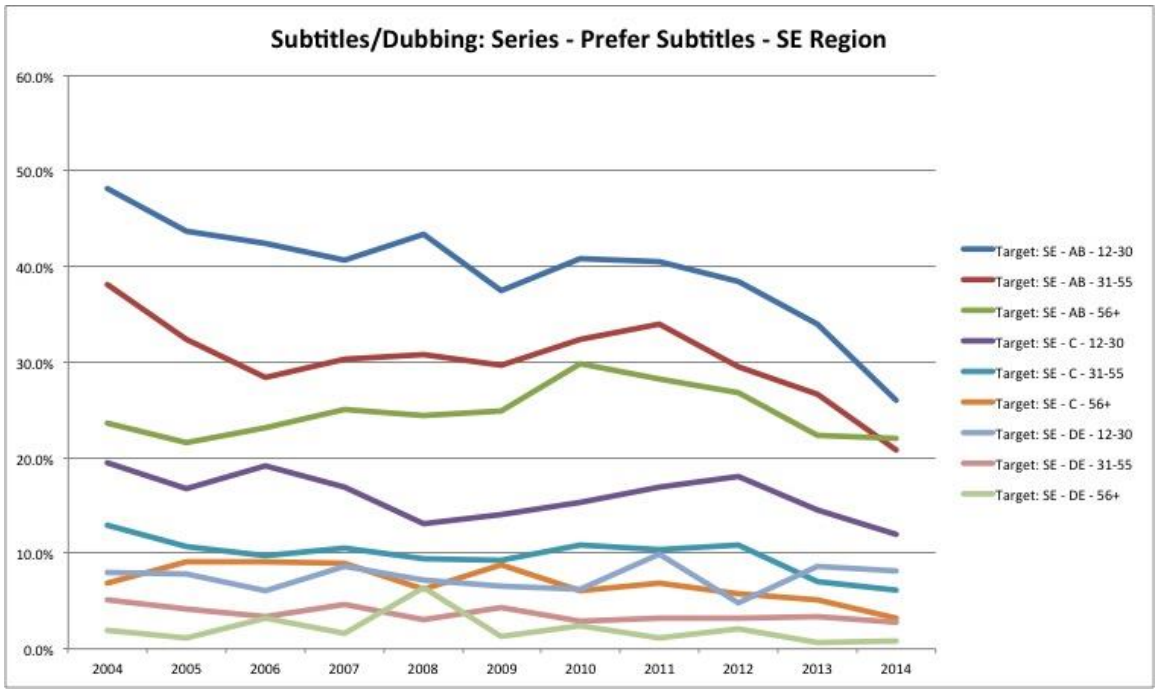


Figure 3.14 – Prefers subtitles of series in São Paulo, Rio de Janeiro and Belo Horizonte from 2004 to 2014 by Social Class and Age Cohort. Source: TGI Latina.

In figure 3.14 on who prefers subtitles of series in the Southeast (São Paulo, Rio de Janeiro and Belo Horizonte), shows that elites, especially the youngest, are more likely to prefer subtitles, but that preference declines slightly over time. One explanation might be that with a rapidly expanding middle class, one of the issues in Brazil has been that the middle class now includes people with much less education than previously, leading to numerous debates over what it means to be middle class now (Garman and Young, 2013).

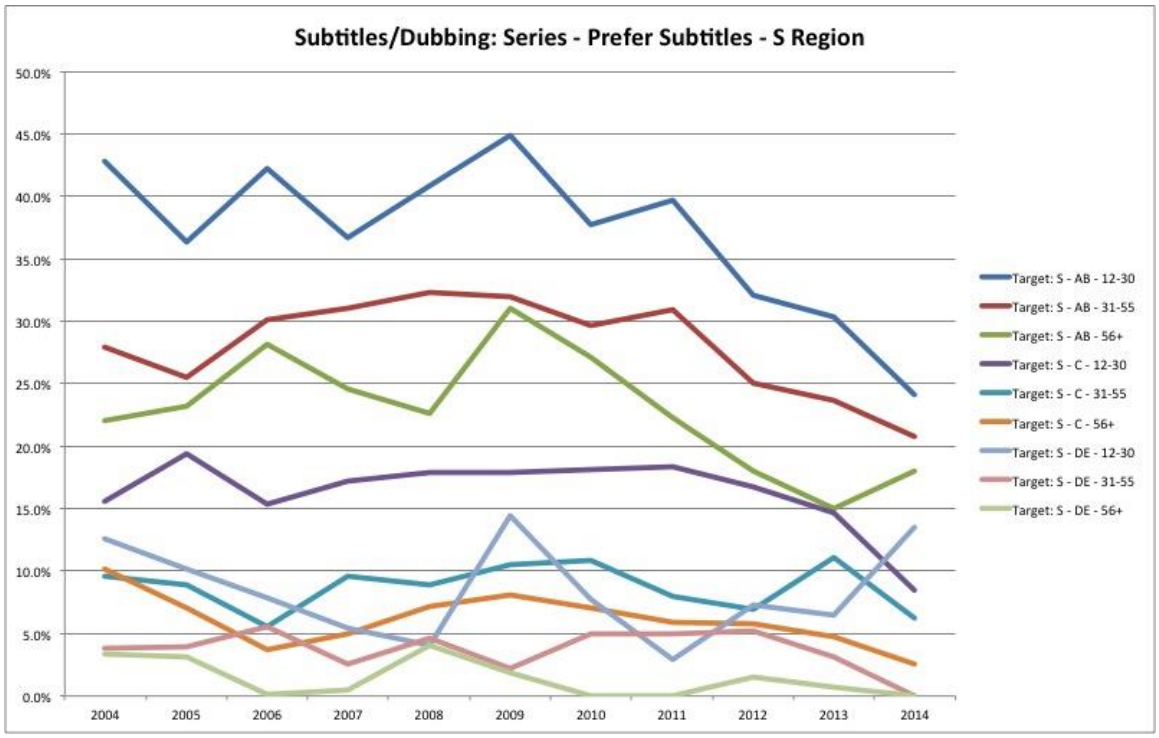


Figure 3.15 – Prefers subtitles of series in Curitiba and Porto Alegre from 2004 to 2014 by Social Class and Age Cohort. Source: TGI Latina.

In figure 3.15, which shows who prefers subtitles of series in Curitiba and Porto Alegre, the data indicates a preference by elites, especially the youngest, who are more likely to prefer subtitles but this declines slightly over time.

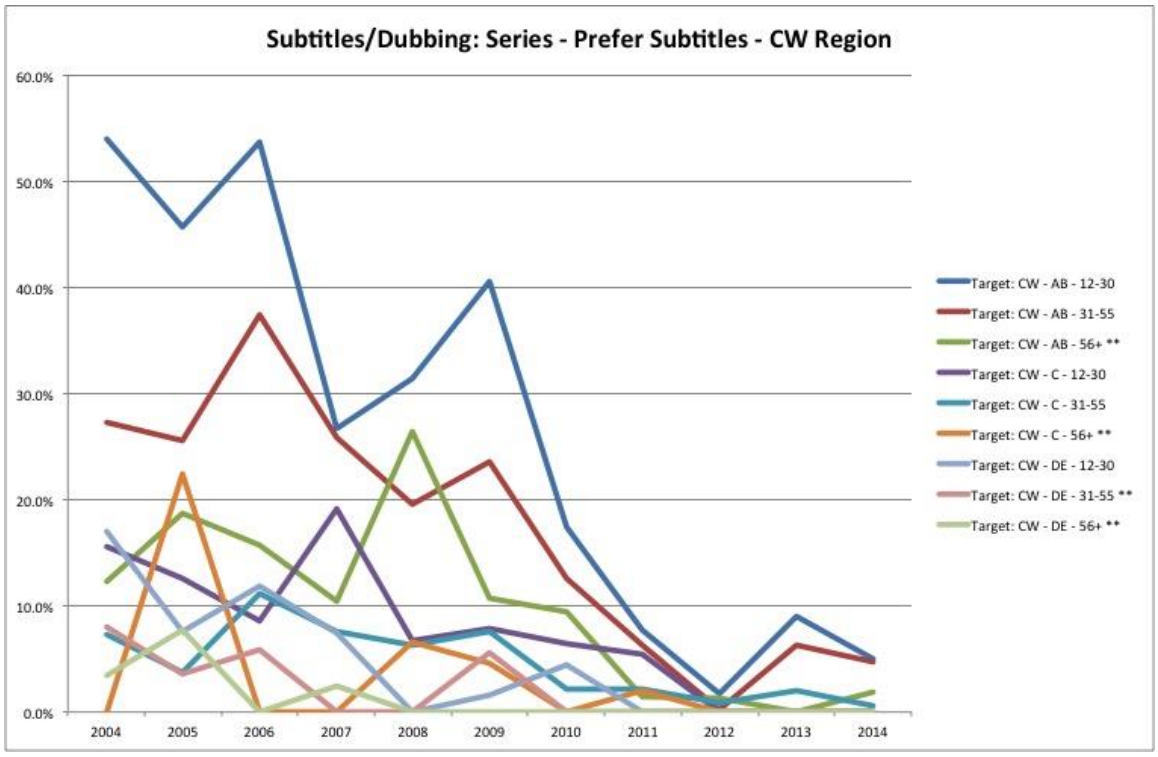


Figure 3.16 – Prefers subtitles of movies in Brasilia from 2004 to 2014 by Social Class and Age Cohort. Source: TGI Latina.

In figure 3.16, which shows who prefers subtitles of movies in Brasilia from 2004 to 2014, the data shows that the youngest elites preferred more at first but declined rapidly over time, perhaps due to more language ability over time, and the increasing option with digital systems to choose to view in English or other source languages.

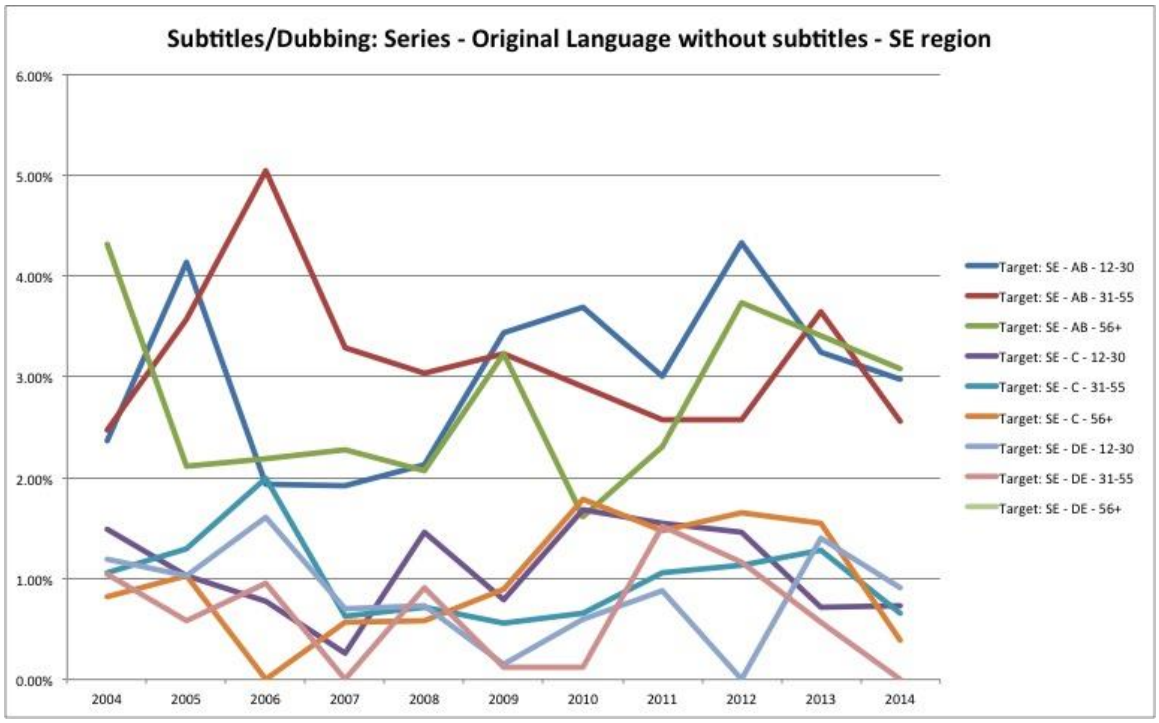


Figure 3.17 – Prefers original language without subtitles in series in São Paulo, Rio de Janeiro and Belo Horizonte from 2004 to 2014 by Social Class and Age Cohort. Source: TGI Latina.

In figure 3.17, which shows who prefers original language content without subtitles in series in São Paulo, Rio de Janeiro and Belo Horizonte, the data shows that elites prefer this across age groups, maybe due to the higher level of education in general.

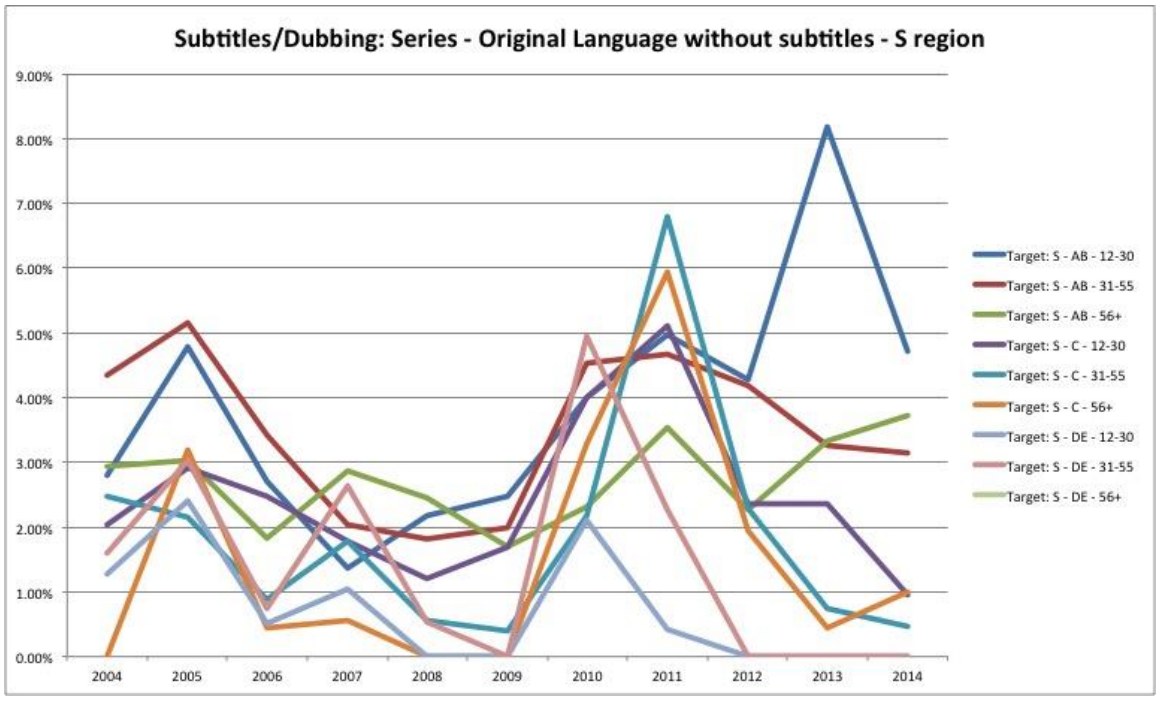


Figure 3.18 – Prefers original language without subtitles in series in Curitiba and Porto Alegre from 2004 to 2014 by Social Class and Age Cohort. Source: TGI Latina.

In figure 3.18, which shows who prefers original language without subtitles in series in Curitiba and Porto Alegre from 2004 to 2014, the data shows that preference goes up among the youngest elites, perhaps due to increasing levels of education in language. But the subsequent decline is harder to interpret.

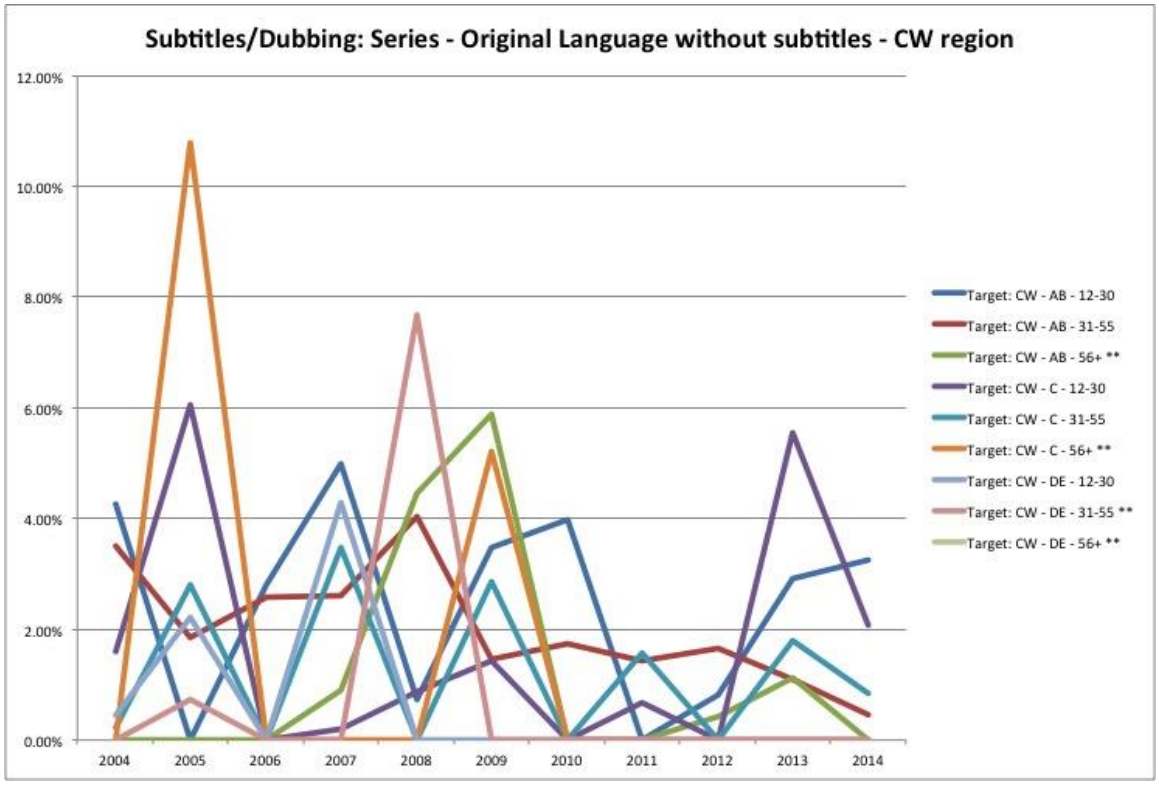


Figure 3.19 – Prefers original language without subtitles in series in Brasilia from 2004 to 2014 by Social Class and Age Cohort. Source: TGI Latina.

In figure 3.19, which shows who prefers original language without subtitles in series in Brasilia, the data shows some paradoxical patterns. Preferences by a couple of age groups in Class C was high in the early 2000s, perhaps because of a boomlet then in diversity in Spanish language content, which has often appealed most to Class C rather than classes AB. The later peaks still show more preference by the youngest of Class C but also the youngest of class AB, who are probably watching in English.

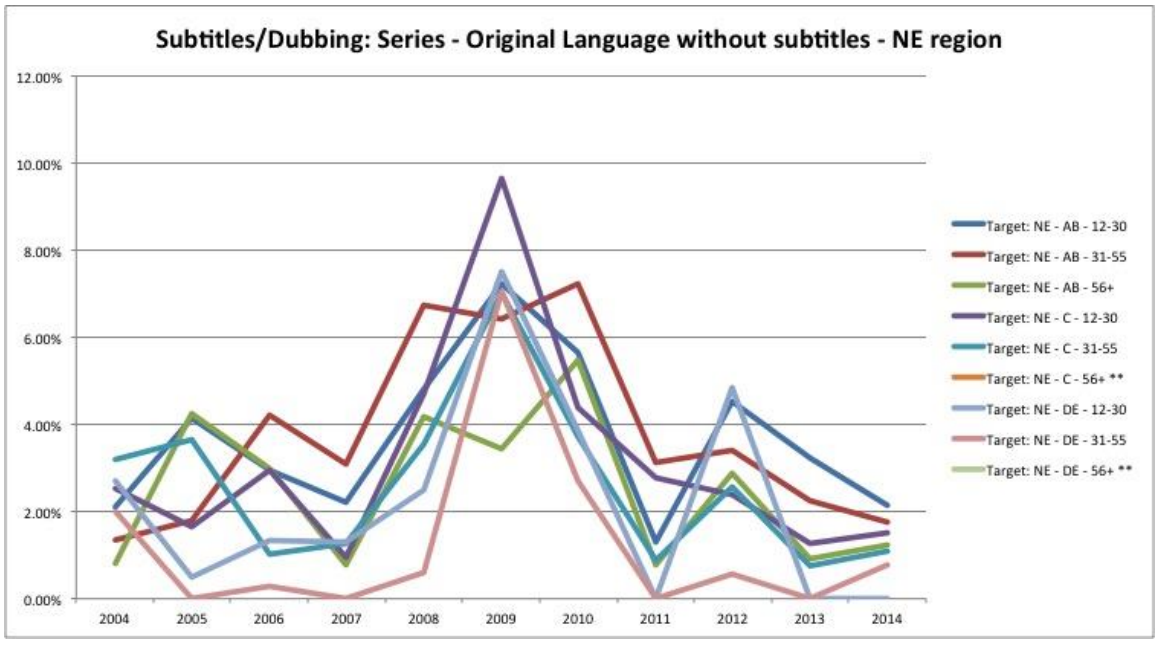


Figure 3.20 – Prefers original language without subtitles in series in Fortaleza, Recife and Salvador from 2004 to 2014 by Social Class and Age Cohort. Source: TGI Latina.

In figure 3.20 on who prefers original language without subtitles in series in Fortaleza, Recife and Salvador shows a notably different pattern, a spike up by almost all groups in 2008 to 2011. This would most likely indicate a specific show that attracted wide viewership in this region. Perhaps an analysis of historic ratings data would be able to identify which show caused this distinct spike in preference for content in an original language.

CHAPTER 4. GENRE PREFERENCES AMONG BRAZILIAN TELEVISION CONSUMERS[5]

The idea of overall preference for national, regional, US or European programming might seem a bit abstract. To what degree do audience members surveyed in these Latin American countries actually think in those terms? Is asking people whether they tend to prefer national programs to U.S. ones in general meaningful or valid? To verify the meaning of national origin preferences and to expand upon what they mean in more concrete audience preferences, we compared the general preferences across the total sample in all eight countries for three kinds of specific national genres to the same preferences among those who had specified a greater preference for national programming (4 or 5 on a 5 point scale). We looked at three genres in which survey respondents had a chance to prefer national vs. international versions of the genre, and focused on preferences for the national version of the genre: news, *telenovelas* or soap operas, and series.

Preferences for domestic news did not vary more than a couple of points between the general sample and those who specifically preferred national programming. Furthermore, these preferences stayed fairly constant over the ten-year period 2004-2014. So interest in national news did not vary much by preference for origin of programs or over time.

However, for soap operas or *telenovelas*, there was a much bigger difference in preference between the general sample and those who preferred national programs. The general sample was less interested in soap opera by an average of five points, compared to those who preferred national programs in general, who were notably more interested in soap opera. That makes sense since the prime time *telenovela* is the flagship national program for most national networks in Latin America that have the audience size and

[5] Methodological notes and explanations for understanding the data presented herein can be found in the introduction. All tables presenting the numbers behind these charts can be found in Appendix 3.

economic wherewithal to produce them (Sinclair and Straubhaar, 2013). Interestingly, however, preference for national *telenovelas* also seems to have tapered off over time among both the general audience (Look at Table X), but not among the audience more interested in national programming (referred to in the table as nationalist[6]). One likely interpretation might be that *telenovela* interest in both groups declined somewhat as more options became available to them, as increasing numbers of people had access to multichannel television with its much greater variety of choices.

Although the percentage of people who preferred national programming went up in Brazil, the number who said they most wanted two key national genres, *telenovelas* and series, went down, both among those who preferred national genres and among the whole general sample. Preference went down more for national series than for *telenovelas*, perhaps reflecting the greater competition among series on various channels on cable and satellite television, especially from the U.S., whereas *telenovelas* remain a somewhat more unique genre in the nation and region. This pattern of declining interest was not true with national news, where preference for it grew among both the general audience and those who most preferred national programming.

Table 4.1: Genres x National Origin Preferences vs. General Sample, Brazil

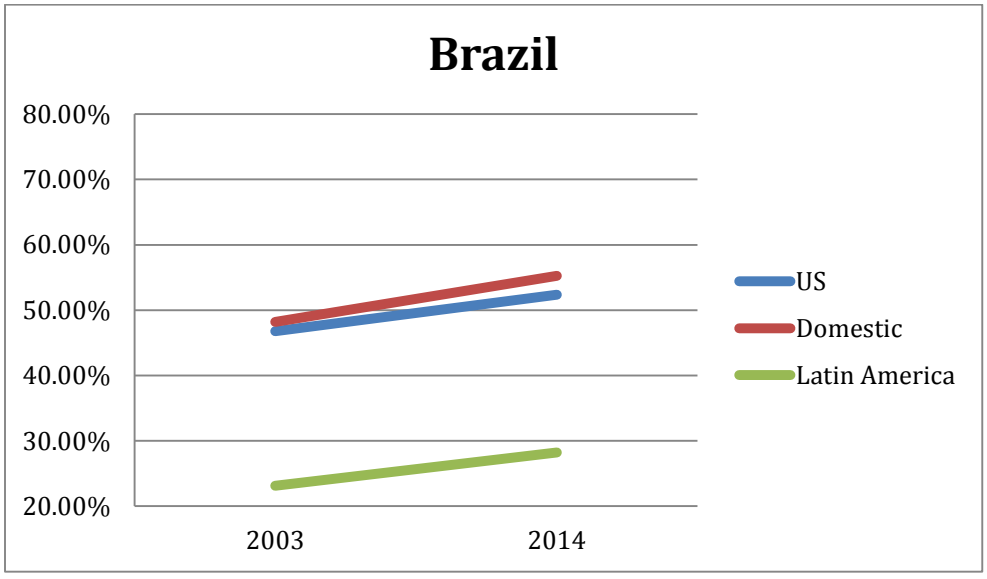
Brazil: Genre Preference Summary											
	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Series. National: Most frequently	33.30%	32.50%	30.80%	30.30%	30.10%	27.90%	29.30%	28.50%	28.40%	28.10%	24.90%
Series. National: Most frequently	41.20%	39.60%	36.60%	35.90%	36.20%	32.80%	33.80%	34.10%	33.40%	33.30%	30.80%
Soap Operas. Domestic:Most frequently	54.60%	58.70%	59.50%	56.00%	56.90%	56.00%	55.10%	54.20%	55.90%	53.80%	49.70%
Soap Operas. Domestic:Most frequently	62.10%	64.60%	65.20%	61.60%	62.20%	60.30%	60.40%	59.30%	61.30%	58.80%	54.70%
News. Domestic:Most frequently	70.80%	72.40%	73.10%	72.70%	75.90%	77.20%	78.30%	77.50%	75.60%	76.70%	75.70%
News. Domestic:Most frequently	75.10%	76.00%	77.00%	76.30%	79.70%	80.20%	81.70%	80.90%	78.70%	79.60%	79.90%

[6] In Table 4.1, the general sample is contrasted with those who preferred national programming by indicating either a 4 or 5 on a five-point scale where 1 is low and 5 is high.

National Program Preferences

National programs are fairly consistently popular across most audiences and audience segments. However, a number of in-depth interviews over the years by Straubhaar in São Paulo and Salvador in Brazil led him to wonder if elite and upper middle class audiences were not somewhat less interested in national television and much more interested in finding alternatives to it through multichannel television. Figure 4.1 indicates that, as a baseline for comparison, overall or average domestic or national viewing in Brazil has has gone up from 2004 (48%) to 2014 (56%). This supports the idea of national preference based in cultural proximity.

Figure 4.1 - Changing Preferences for National, Regional and US Programming in Brazil



Cultural, Economic and Linguistic Capital and Viewing Preferences

The French sociologist Pierre Bourdieu conceptualized that the preference towards certain cultural goods, such as television programming, would be associated with dominant or dominated classes in society (Hesmondhalgh, 2006). These preferences would be associated with and emphasized by cultural, social and economic capitals. Bourdieu defines capital as accumulated labor within specific fields of activity, which allows agents to appropriate social energy (Bourdieu, 1986). In Brazil, television has moved from the dominance of a few national broadcast channels to a larger and fragmented universe of competing pay-TV and Internet channels (Lotz, 2014; Sinclair and Straubhaar, 2013). The boom of multichannel TV penetration in the mid-2000 has increased the offering of foreign (and national) specialized televised cultural goods to Brazil and, with it, different perceptions of what could be the social and personal gains (or social energy) of accessing such goods. National audiences, then, seem to be increasingly fragmented by cultural, economic, and linguistic capital in the senses defined by Bourdieu (1984, 1991). This also continues work by La Pastina and Straubhaar (2005).

Cultural capital

Cultural capital is established with the understanding and the potential of helping an individual to navigate in the dominant culture, norms and social language in society (Sullivan, 2001), or knowing what to say, how to say it, and how to understand issues and when to express oneself within the dominant culture. According to Bourdieu (1986), cultural capital exists in the institutionalized state, as educational and academic qualifications. As such, it can be acquired with educational gains but is, however, connected with other forms of capital. It also exists in an internalized state, what an individual knows and prefers. Cultural capital is primarily learned from parents and education, but also from peers and work (Bourdieu, 1984).

Cultural capital is both necessary for the understanding and enjoyment of the culture provided by foreign television programming. In Brazil, to choose to access news and information from a prestigious international news organization such as CNN or BBC, for example, one would need to have certain level of education to understand and enjoy the information transmitted by such organization. However, it would also be an asset to those who perceive it as a valuable cultural good, discussing information accessed through such organizations could provide social prestige. These audiences have the necessary cultural preparation and find cultural value in accessing foreign television programming that is not found in national programming. This does not mean, however, that accessing foreign television programming excludes accessing more proximate programming. Knowing what is said on CNN and on the national *telenovela* both have social value as they show the individual to be knowledgeable about different things.

Cultural capital has been measured through different variables, such as artistic sensibilities and technical expertise (Benson, 2006) but it is often associated and operationalized with the educational achievement of either the participant of the study or his/her parents, who also pass on cultural capital (Wilson, 2002; Bourdieu, 1984; Sullivan, 2001). This chapter envisions cultural capital by social economic status (SES) attributed to the respondent. Consistently, though out ten years of analysis, Brazilians with higher educational status, or cultural capital, show interest in programs and films from the US at higher rates than do their counterparts with lower educational achievement. In all of the years analyzed, Brazilians with higher educational achievements showed a significant positive association with interest in US foreign television programming, while those with lower education showed a significant negative association with interest in this TV programing origin.

Viewing Preferences among Primary Level Educated Respondents											
	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Viewing Interest - Top 2 - 4 & 5:Programs/Films - USA	41.0%	42.2%	44.1%	45.8%	44.3%	45.8%	47.7%	43.2%	44.8%	43.9%	42.8%
Viewing Interest - Top 2 - 4 & 5:Programs/Films - Domestic	58.7%	61.4%	61.0%	64.4%	64.7%	63.1%	64.8%	63.0%	61.8%	57.4%	58.7%
Viewing Interest - Top 2 - 4 & 5:Programs/Films - Other Latin American country	20.8%	24.3%	24.8%	28.0%	28.0%	24.2%	28.4%	25.9%	27.4%	25.9%	25.4%
Viewing Interest - Top 2 - 4 & 5:Programs/Films - Europe	19.4%	19.9%	22.6%	25.3%	25.0%	21.8%	26.1%	24.0%	25.7%	23.7%	23.6%

Table 4.2: Viewing Preferences among Primary Level Educated Respondents for Programming from Brazil (Domestic), USA, Europe and Other Latin American Country

Cultural capital is also a predictor of interest in European programs and films. As with the US programs and films, from 2004 through 2014, Brazilians with higher educational status showed a significant positive association with interest in European foreign television programming, while those with lower educational status showed a significant negative association with interest in this TV programing origin. However, as opposed to interest in US TV programming, the gap in interest in European TV programing decreases between those with a higher and lower educational status in the period analyzed. While cultural capital is a predictor for both US and European programing interest, it is increasingly stronger for US programs and films, while potentially weakening in strength for European programs and films. It is possible that the cultural production from Europe is perceived as less socially valuable for Latin Americans, at least in terms of cultural capital. Cultural capital alone, though, does not fully explain interest in foreign television programing.

Economic capital

Economic capital is the "money or assets that can be turned into money" (Benson, 2006, p.189) necessary to access a particular cultural good, such as television and, specifically in the case of this chapter, foreign television programming. Bourdieu stated that economic capital is at the root of other types of capital (1986), often a necessary base to acquire cultural and linguistic capitals. They can, however, act independently. Latin America is a region historically marked by income inequalities, which would make economic capital a substantial necessary condition to access foreign televised programming. However, in the past couple of decades, the Brazil has experienced a substantial growth in it's economy, and, with that, changes in social class, marked mainly by increased growth in the size of the lower middle class and its purchasing power.

After a decade with marginal middle class fluctuations in the 1990s, Brazil's middle class grew exponentially, especially after the leftist Lula and Dilma governments implemented direct and indirect economic interventions to raise the economic level of the poorest in the country. This is a historical growth which has allowed, among other things, a whole new segment of the Brazilian population to have the economic capital necessary to access multichannel television, and with that, more televised cultural goods, including much more international television. Although this new found economic capital by a large group of individuals in Brazil does enable them to have considerable new purchasing power, they may not have as much cultural capital or social capital as previous middle classes (Bourdieu, 1986). That has potential conflicts between old and new middle classes, because as Benson stated, "the social world is structured around the opposition between two forms of power: economic and cultural capital," (2006, p.189).

Previous studies assessing economic capital have measured it through income level and purchasing power (Wilson, 2002). This chapter uses an aggregate measure to discuss income and purchasing power in relation to SES. Although this variable does account for income and purchasing power, it is not an exclusive measure of income, but it stands as a proxy for economic capital. Do Brazilians with higher economic capital report greater

interest in foreign media? Do we see changes in such media patterns throughout this decade of economic growth in Brazil?

Viewing Preferences among Secondary Level Educated Respondents											
	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Viewing Interest - Top 2 - 4 & 5:Programs/Films - USA	50.2%	52.1%	52.7%	53.9%	51.1%	54.2%	53.7%	52.7%	53.6%	53.1%	53.1%
Viewing Interest - Top 2 - 4 & 5:Programs/Films - Domestic	61.3%	64.7%	64.3%	66.6%	65.3%	63.6%	62.9%	63.1%	63.3%	60.2%	61.0%
Viewing Interest - Top 2 - 4 & 5:Programs/Films - Other Latin American country	29.1%	34.0%	35.1%	37.4%	36.2%	34.5%	33.5%	33.7%	37.0%	33.7%	32.5%
Viewing Interest - Top 2 - 4 & 5:Programs/Films - Europe	26.5%	30.0%	31.6%	33.5%	31.0%	30.9%	31.0%	31.2%	34.3%	31.6%	29.7%

Table 4.3: Viewing Preferences among Secondary Level Educated Respondents for Programming from Brazil (Domestic), USA, Europe and Other Latin American Country

Viewing Preferences among University Educated Respondents											
	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Viewing Interest - Top 2 - 4 & 5:Programs/Films - USA	54.4%	54.7%	56.1%	60.0%	57.6%	60.4%	60.1%	61.8%	62.5%	62.1%	62.2%
Viewing Interest - Top 2 - 4 & 5:Programs/Films - Domestic	58.8%	61.2%	61.1%	63.5%	61.4%	60.0%	59.3%	60.3%	61.4%	59.4%	59.7%
Viewing Interest - Top 2 - 4 & 5:Programs/Films - Other Latin American country	30.1%	33.8%	35.6%	36.9%	36.2%	33.6%	35.4%	36.0%	37.5%	35.7%	36.0%
Viewing Interest - Top 2 - 4 & 5:Programs/Films - Europe	36.0%	39.7%	40.4%	40.4%	39.4%	39.1%	38.0%	40.1%	40.4%	39.0%	37.5%

Table 4.4: Viewing Preferences among University Level Educated Respondents for Programming from Brazil (Domestic), USA, Europe and Other Latin American Country

We see that Brazilians with higher economic capital, the SES class AB, are certainly more likely to be interested in programs and films from the US, as our graph indicates. And indeed, there is a very clear relationship between economic capital and interest in programs from this origin. Considering the economic growth in Brazil, we would expect a decrease in disparity of interest in US programing by economic capital, if increased disposable income to finance pay-TV, which would be the main drive for accessing foreign TV programing. This is not, however, what we see. Brazilians from the SES class AB showed consistent increase in interest in programs from the US.

Linguistic capital

A third capital applicable in identifying audience's preferences of television as a cultural good is linguistic. According to Morrison and Lui "Linguistic capital can be defined as fluency in, and comfort with, a high-status, world-wide language which is used by groups who possess economic, social, cultural and political power and status in local and global society," (2000, p473). According to the authors, Linguistic capital has a concrete exchange value in markets (Morrison & Lui, 2000). Knowledge of a high-status language, such as English in Brazil, for example, can be seen as very useful better work opportunities, especially in a globalized society, but also as a sign of social "distinction" (Niño–Murcia, 2003). In Brazil, since colonial times, language has played a major role into identifying and reinforcing social stratification (Niño–Murcia, 2003), and currently, in addition to knowledge of "proper" national languages, English is perceived as the strongest linguistic currency. It is relevant then to speak of the importance of linguistic capital in Brazil.

The "disposition about language acquired in the course of learning to speak in particular context," or linguistic habitus (Chávez, 2014, p.28) is a form of linguistic capital which can be used as an advantage in social and market contexts. Being part of a contextual speech community, or knowing foreign languages well enough to understand the cultural

norms transmitted through it, gives individuals greater access to other cultures. A linguistic habitus acquired through learning and exposure to a foreign language, such as English for many Latin Americans, may enable comprehension, interest and a disposition towards foreign cultural goods, such as foreign television, which can then translate into a linguistic capital. And, linguistic capital can serve as a base to cultural and economic capitals (Morrison & Lui, 2000): "linguistic capital is both the medium and outcome of the pursuit of enhanced life chances," (Morrison & Lui, 2000, p. 473). Within our context, language can serve as both enabler of foreign television content consumption and a barrier to its access. As such, linguistic capital can be understood in connection with cultural and economic capital, but can act independently as well.

In terms of foreign television programming, knowing the language of televised transmission would allow audiences to understand the content in ways not possible without that, so it is in some cases a necessary condition for the understanding and enjoyment of such content. But, as with the previous two capitals discussed here, it also allows for constant informal education about languages through media, with current vocabularies and idiomatic expressions. So, while learned cultural capital helps people choose and enjoy more difficult imported content on television, watching that content also further adds to their cultural and linguistic capital, as well as their symbolic capital, or prestige (Bourdieu, 1979).

This study utilizes the linguistic habitus (a set of learned habits and dispositions, Bourdieu, 1984) of learning English, combining several different measures of where respondents have learned English into an English Learned variable. Do Brazilians with an English linguistic habitus report higher interest in foreign media?

So it seems that a good part of the increase in interest in U.S. programming can be explained by examining those who have learned English. Of course, in Brazil, learning English goes along with other aspects of class status, either having or wanting increased economic, cultural and symbolic capital.

The linguistic habitus of having learned English is also associated with interest in European TV programs and films. Certainly, only a segment of European programs are

transmitted in English, and there might be other languages, which might be more useful for the best comprehension of programs from other countries. But out proposition here is that learning a high-status language, English in this case, is associated with increased interest in foreign cultural goods, as it would have increased perceived value. And this seems to be the case. Brazilians who have learned English are consistently more likely to express interest in programs and films from Europe than the whole population for this study, in other words, linguistic capital is also a good predictor for interest in European programming.

Linguistic Capital Measure of Levels English Comprehension in Brazil									
	2006	2007	2008	2009	2010	2011	2012	2013	2014
English: Reading a newspaper / magazine	17.8%	17.7%	16.8%	17.8%	15.9%	15.9%	16.0%	15.3%	15.8%
English: Understanding a TV program	17.2%	16.7%	16.1%	17.5%	15.8%	15.7%	15.8%	14.9%	15.6%

Table 4.5: Linguistic Capital Measure of Levels English Comprehension in Brazil

The general interest in U.S. programming of those with a linguistic habitus acquired through learning English in different venues and forms is comparable to the impact on preferences from having the cultural capital associated with a graduate degree. So, in general, linguistic capital is even more related to interest in U.S. TV programming than is general cultural capital. That fits with a number of studies over the years that have shown a strong relationship between language abilities/preferences and program preferences (Waisbord, 2004; Wildman & Siwek, 1988).

Age and Foreign television programming

As many market studies have shown, age is a strong predictor for television program preference. Furthermore, at since the global spread of MTV in the 1990s, scholar have hypothesized that there is a reciprocal relationship between youth interest in foreign programs and music: that they are drawn to it more than adults, and that they are then

further globalized by their exposure to it (Banks, 1997). So we anticipate that age is related to preferences for program origin, particularly in terms of Brazilians' interest in programs and films from the USA and from Europe.

Viewing Preferences among age cohort 12-30											
	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Viewing Interest - Top 2 - 4 & 5:Programs/Films - USA	53.3%	54.4%	55.6%	57.5%	54.8%	58.5%	58.3%	57.8%	58.8%	59.4%	58.5%
Viewing Interest - Top 2 - 4 & 5:Programs/Films - Domestic	63.0%	64.6%	64.7%	66.8%	65.4%	63.4%	63.8%	62.7%	62.8%	60.6%	60.3%
Viewing Interest - Top 2 - 4 & 5:Programs/Films - Other Latin American country	28.7%	32.9%	34.5%	36.6%	36.7%	34.7%	35.4%	35.6%	37.3%	36.0%	34.5%
Viewing Interest - Top 2 - 4 & 5:Programs/Films - Europe	27.1%	29.7%	32.3%	34.5%	33.2%	32.7%	33.8%	34.0%	36.5%	34.6%	32.8%

Table 4.6: Viewing Preferences among age cohort 12-30

Viewing Preferences among age cohort 31-55											
	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Viewing Interest - Top 2 - 4 & 5:Programs/Films - USA	45.2%	46.8%	47.6%	50.5%	47.3%	50.0%	50.5%	50.7%	51.0%	50.9%	51.3%
Viewing Interest - Top 2 - 4 & 5:Programs/Films - Domestic	58.0%	62.1%	61.5%	64.4%	62.3%	62.6%	61.6%	63.6%	62.9%	59.1%	61.9%
Viewing Interest - Top 2 - 4 & 5:Programs/Films - Other Latin American country	25.2%	29.8%	31.5%	34.3%	31.8%	29.9%	30.9%	31.1%	33.5%	30.4%	30.8%
Viewing Interest - Top 2 - 4 & 5:Programs/Films - Europe	25.1%	28.2%	29.4%	32.1%	29.4%	28.9%	29.7%	30.1%	31.8%	29.6%	28.9%

Table 4.7: Viewing Preferences among age cohort 31-55

Viewing Preferences among age cohort 56+											
	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Viewing Interest - Top 2 - 4 & 5:Programs/Films - USA	34.2%	34.0%	35.9%	38.1%	35.5%	40.5%	41.7%	37.9%	38.8%	37.2%	39.3%
Viewing Interest - Top 2 - 4 & 5:Programs/Films - Domestic	55.7%	57.0%	57.6%	60.4%	59.9%	59.1%	59.5%	56.8%	57.2%	55.1%	56.6%
Viewing Interest - Top 2 - 4 & 5:Programs/Films - Other Latin American country	20.0%	24.3%	25.3%	27.2%	26.5%	25.4%	26.2%	24.5%	26.1%	24.0%	24.4%
Viewing Interest - Top 2 - 4 & 5:Programs/Films - Europe	22.1%	24.1%	25.8%	25.3%	25.5%	25.3%	26.3%	24.5%	24.9%	22.9%	23.2%

Table 4.8: Viewing Preferences among age cohort 56+

We find that there is a significant association between age and foreign program interest in each of the years analyzed, and for both programs from USA and from Europe, with younger audiences showing a positive association with these interest and older audiences showing a negative association with these interests. So watching films and programs from the USA and Europe has been and continues to be largely a youth phenomenon. That fits well with ideas of younger generations being more opened to foreign cultures and more engrained in global connections (Fung, 2006; Mirrlees, 2013).

News Genre: Domestic, Local and International

In this section we will examine the news genre from three different vantage points: domestic news, local news and international news. Domestic news might be better described as national news, such as is broadcast nationally every night on Rede Globo and BAND. Local news is usually prepared and broadcast on the local network affiliate in the capital city of each state. International news could be found on national broadcasts but only on foreign channels like CNN.

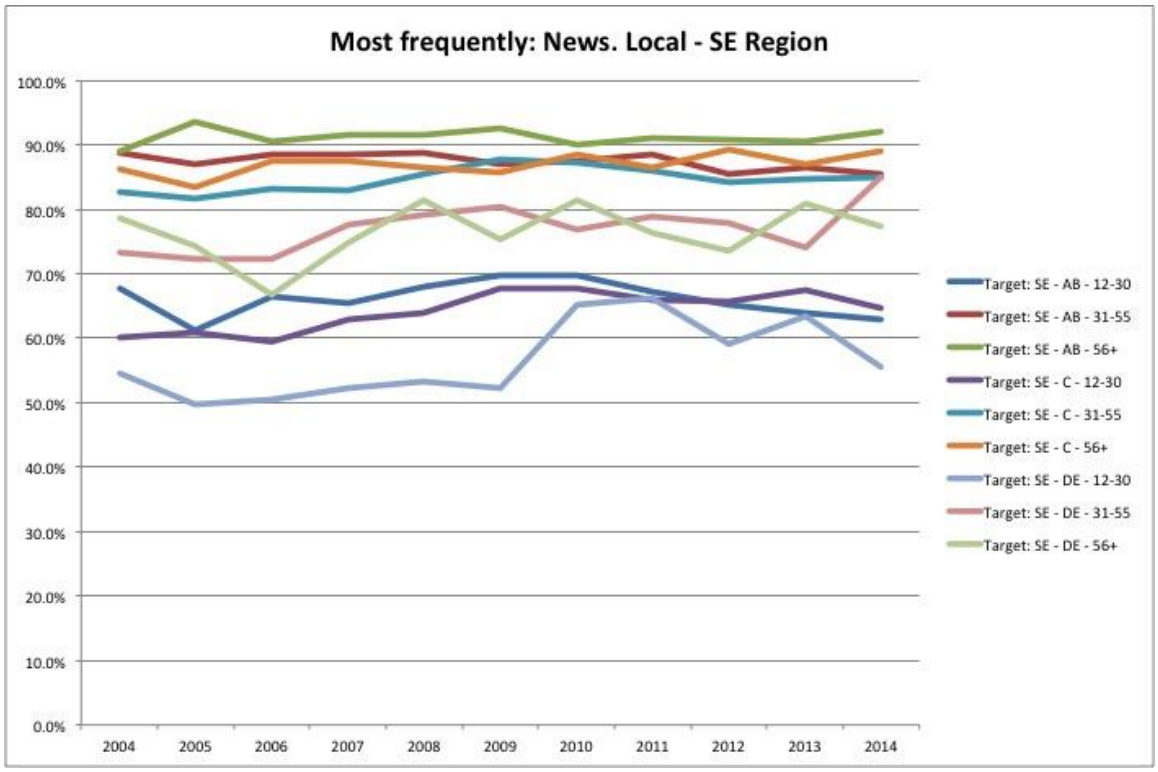


Figure 4.2 – Prefers local news in São Paulo, Rio de Janeiro and Belo Horizonte from 2004 to 2014 by Social Class and Age Cohort. Source: TGI Latina.

In figure 4.2, which displays local news in the Southeastern region, local news is most popular among oldest groups, despite social class, notable as a generational effect and not a social class. In some ways this follows trends noted in the U.S. and elsewhere for news consumption to decline among the young, while it remains higher among the older, and in some cases the middle aged. (Poindexter, 2012)

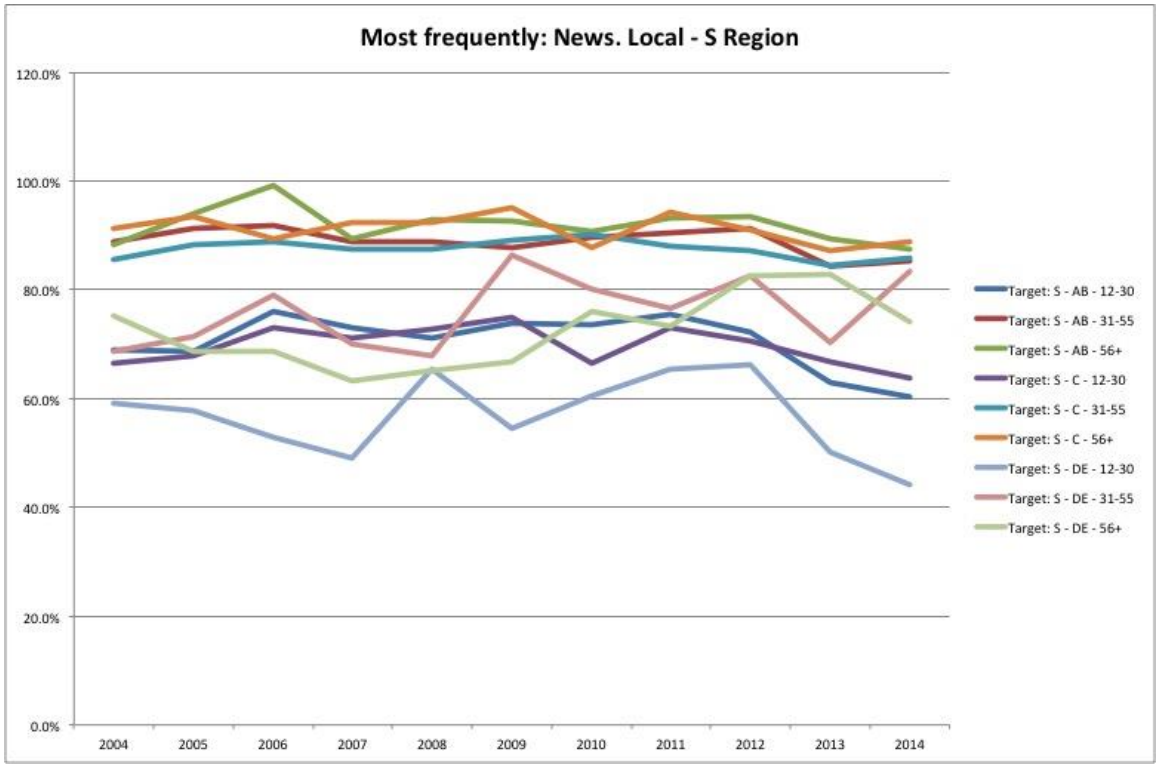


Figure 4.3 – Prefers local news in Curitiba and Porto Alegre from 2004 to 2014 by Social Class and Age Cohort. Source: TGI Latina.

In figure 4.3, as in the previous figure, local news is most popular among oldest groups, despite social class, notable as generational effect not social class effect. It is interesting that local news is next most popular among those of middle age 31-55 in the lowest classes, D and E, in the south of Brazil. So it seems that local news consumption is also not tied to cultural capital or other aspects of class in the Southern region.

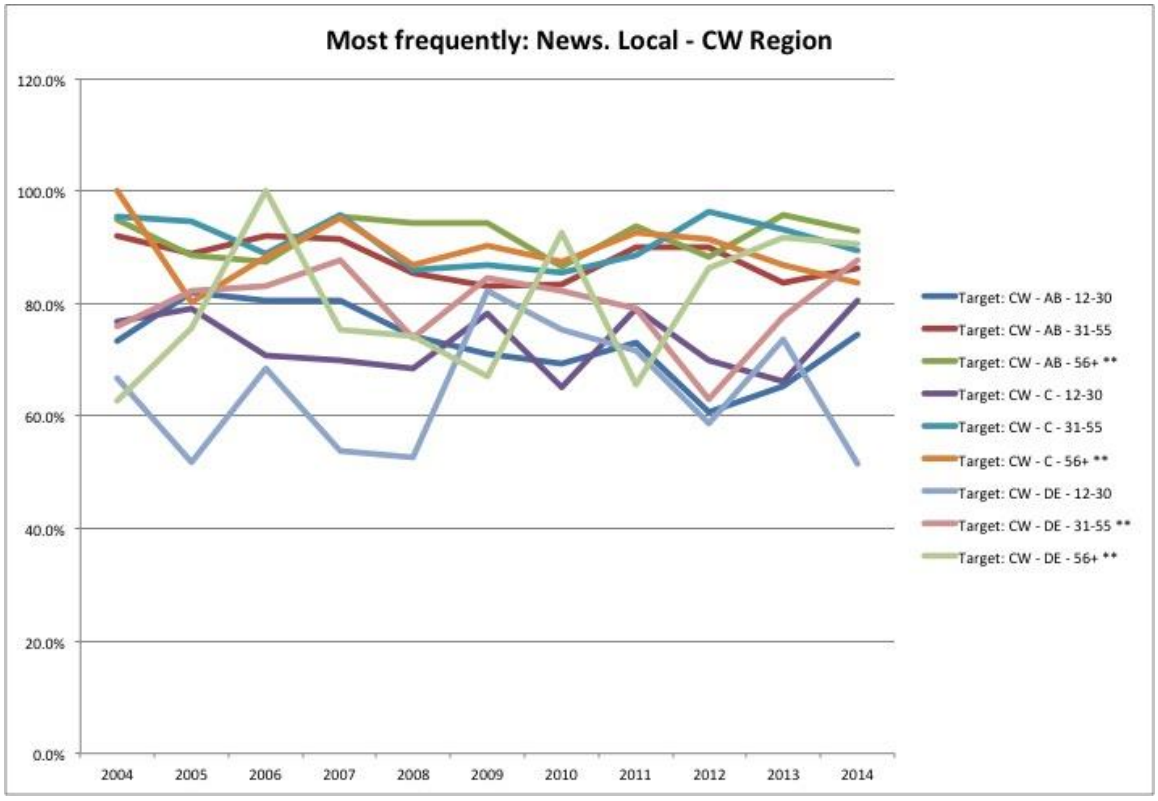


Figure 4.4 – Prefers local news in Brasilia from 2004 to 2014 by Social Class and Age Cohort. Source: TGI Latina.

In figure 4.4, as in the previous two figures, local news most popular among oldest groups, despite social class, and it is most notable that the effect being observed is generational and not social class.

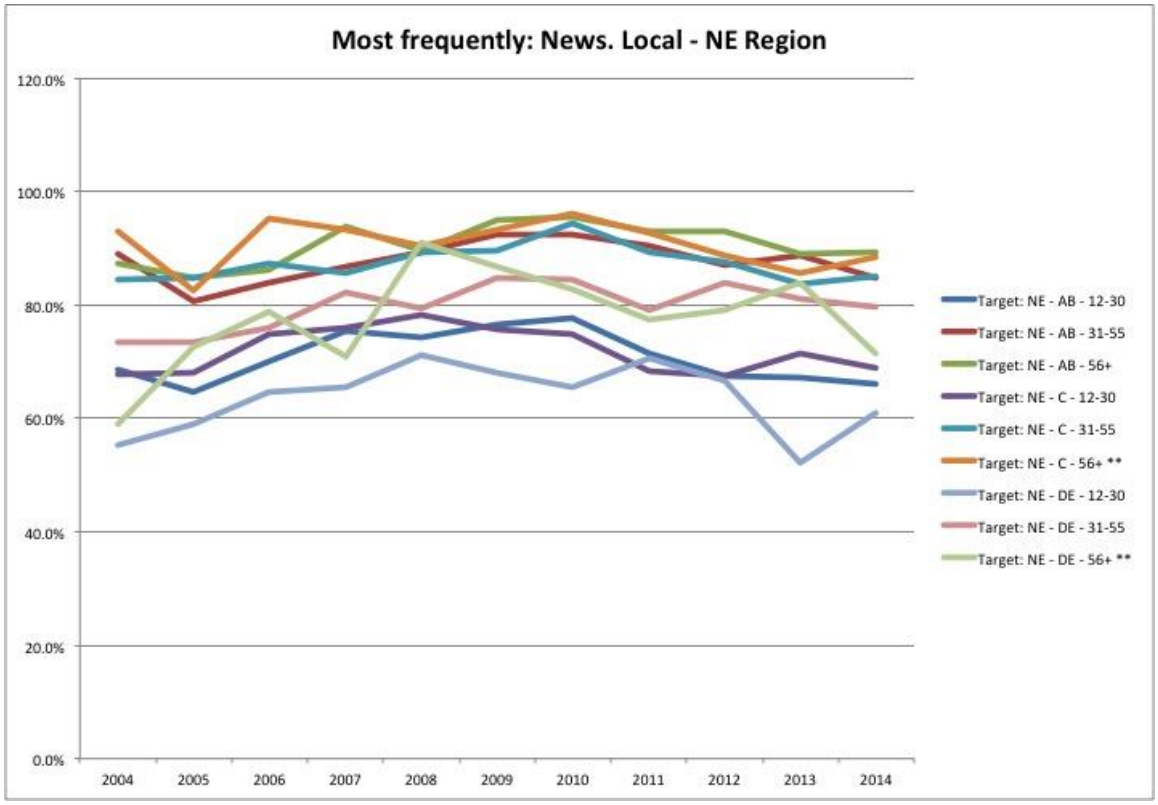


Figure 4.5 – Prefers local news in Fortaleza, Recife and Salvador from 2004 to 2014 by Social Class and Age Cohort. Source: TGI Latina.

In figure 4.5, which examines local news in the Northeast region, there are somewhat lower differences between age groups than in the other three regions. Notably, younger age groups in all social class cohorts are still less interested in local news.

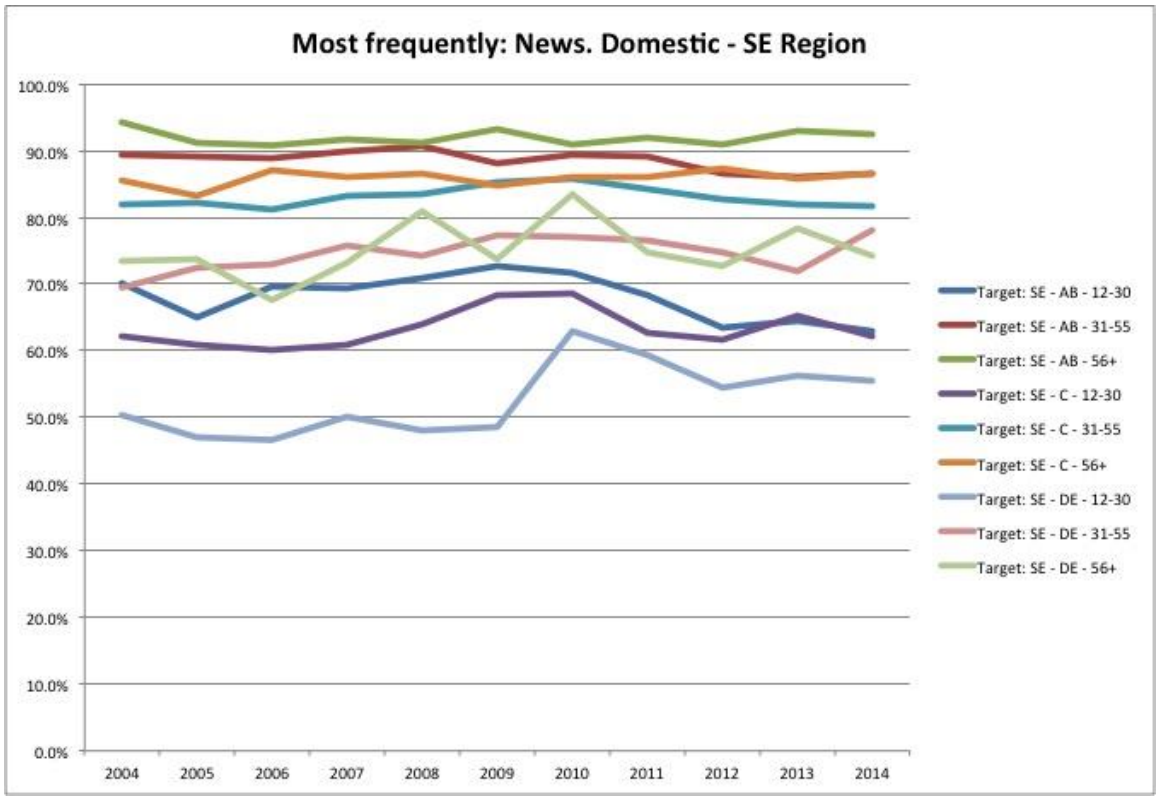


Figure 4.6 – Prefers national news in São Paulo, Rio de Janeiro and Belo Horizonte from 2004 to 2014 by Social Class and Age Cohort. Source: TGI Latina.

In figure 4.6 national news in examined in the Southeastern region, clearly national news is still most preferred by the 56+ cohorts and then the 31-55 cohorts, independent of social class, followed by the 12-30 cohorts. Notably, though, is that even the lowest cohorts are above 50% preference.

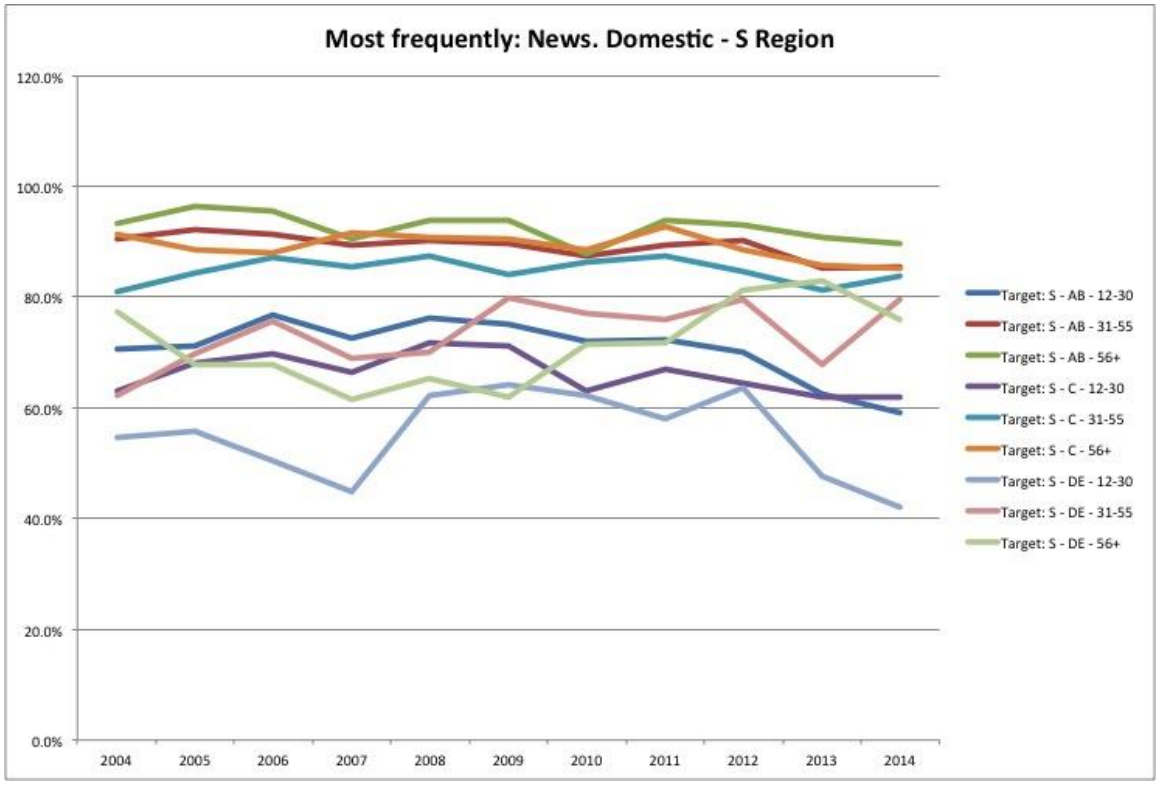


Figure 4.7 – Prefers national news in Curitiba and Porto Alegre from 2004 to 2014 by Social Class and Age Cohort. Source: TGI Latina.

In figure 4.7, as in the previous figure, the preference is ordered by age – with the eldest showing the most preference and the youngest, the least preference. Perhaps notably, the Class DE 12-30 cohort is declining since 2012 below 50% preference.

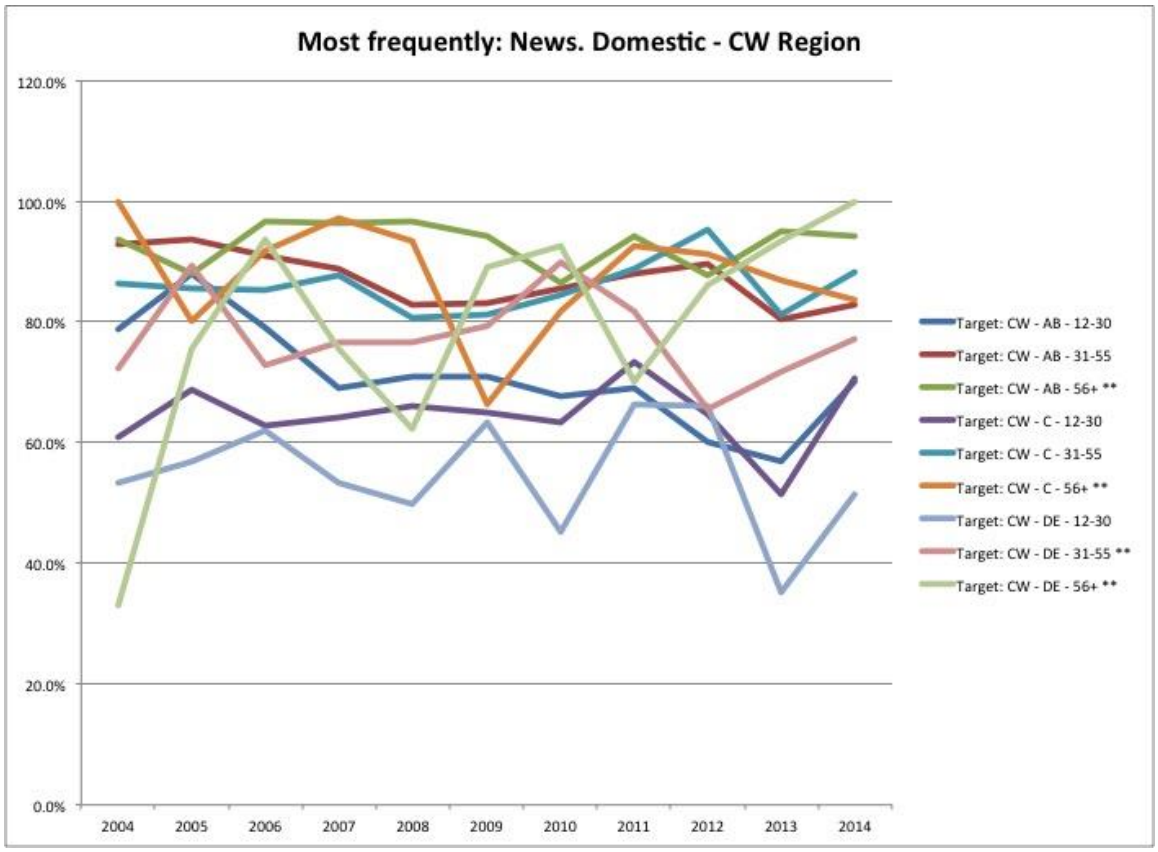


Figure 4.8 – Prefers national news in Brasilia from 2004 to 2014 by Social Class and Age Cohort. Source: TGI Latina.

In figure 4.8, initially the lowest SES older adults were the least interested, but later became much more interested, creating later pattern more like other regions, south similar to southeast in terms of distribution of interest, dominated by age, wherein the youngest cohorts are consistently less interested.

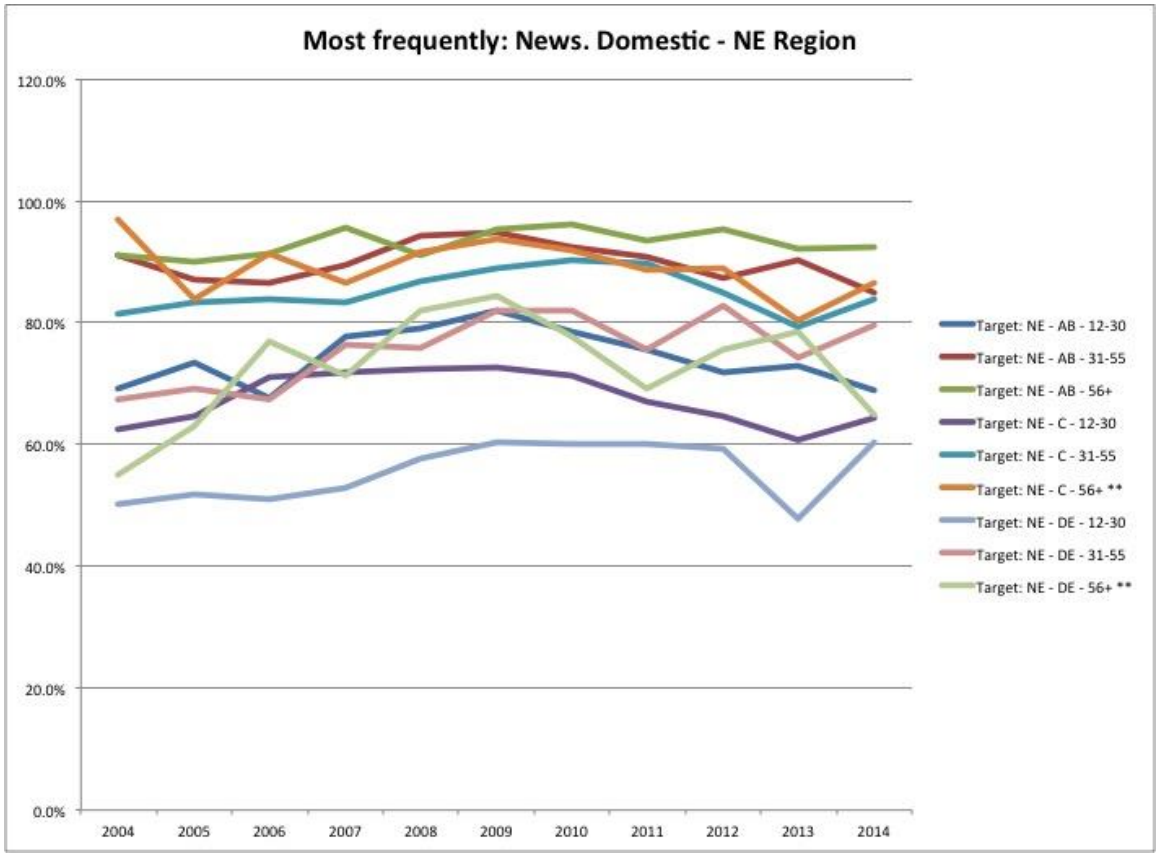


Figure 4.9 – Prefers national news in Fortaleza, Recife and Salvador from 2004 to 2014 by Social Class and Age Cohort. Source: TGI Latina.

In figure 4.9, similar to Brasilia in the previous figure, initially the Class DE 56+ adults were the least interested. After 2008 the pattern begins to reflect other regions, south similar to southeast in terms of distribution of interest, dominated by the oldest cohorts, and with the youngest cohorts consistently less interested.

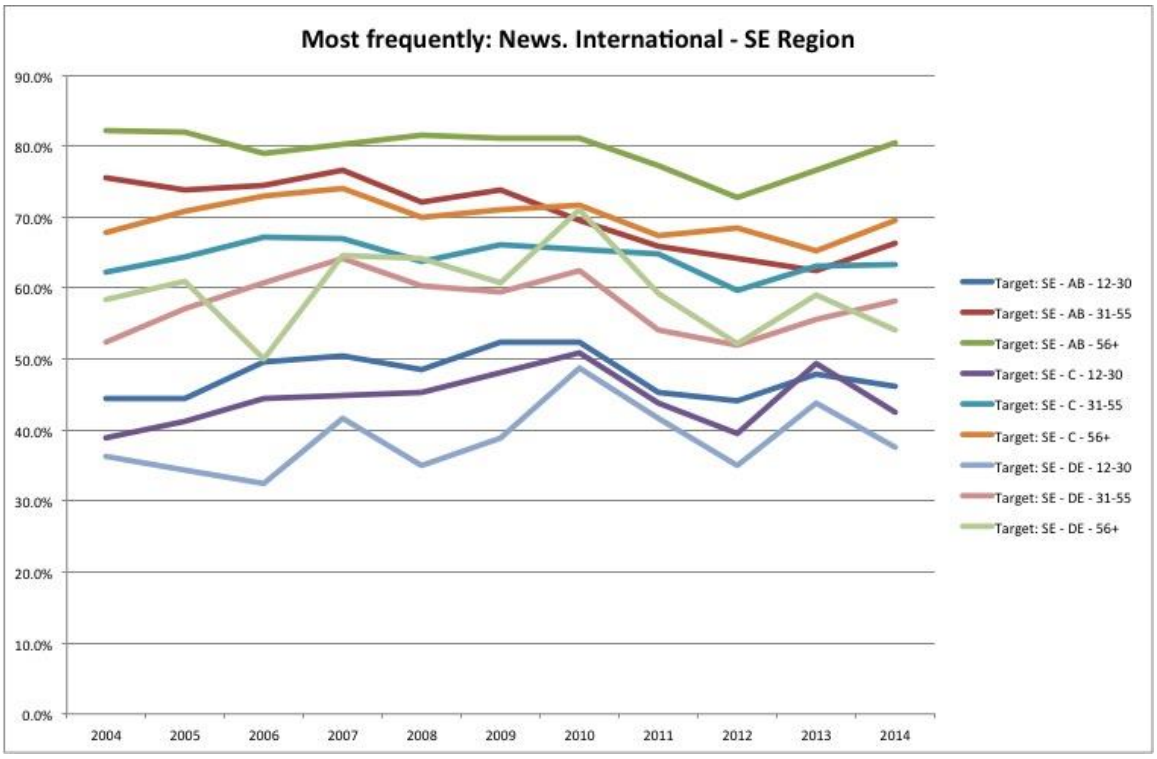


Figure 4.10 – Prefers international news in São Paulo, Rio de Janeiro and Belo Horizonte from 2004 to 2014 by Social Class and Age Cohort. Source: TGI Latina.

In figure 4.10 it is clear that the most interested in international news are clearly the oldest and highest SES, more than for domestic. The relationship between high levels of cultural capital and income are more closely related to interest in international news than local or national news.

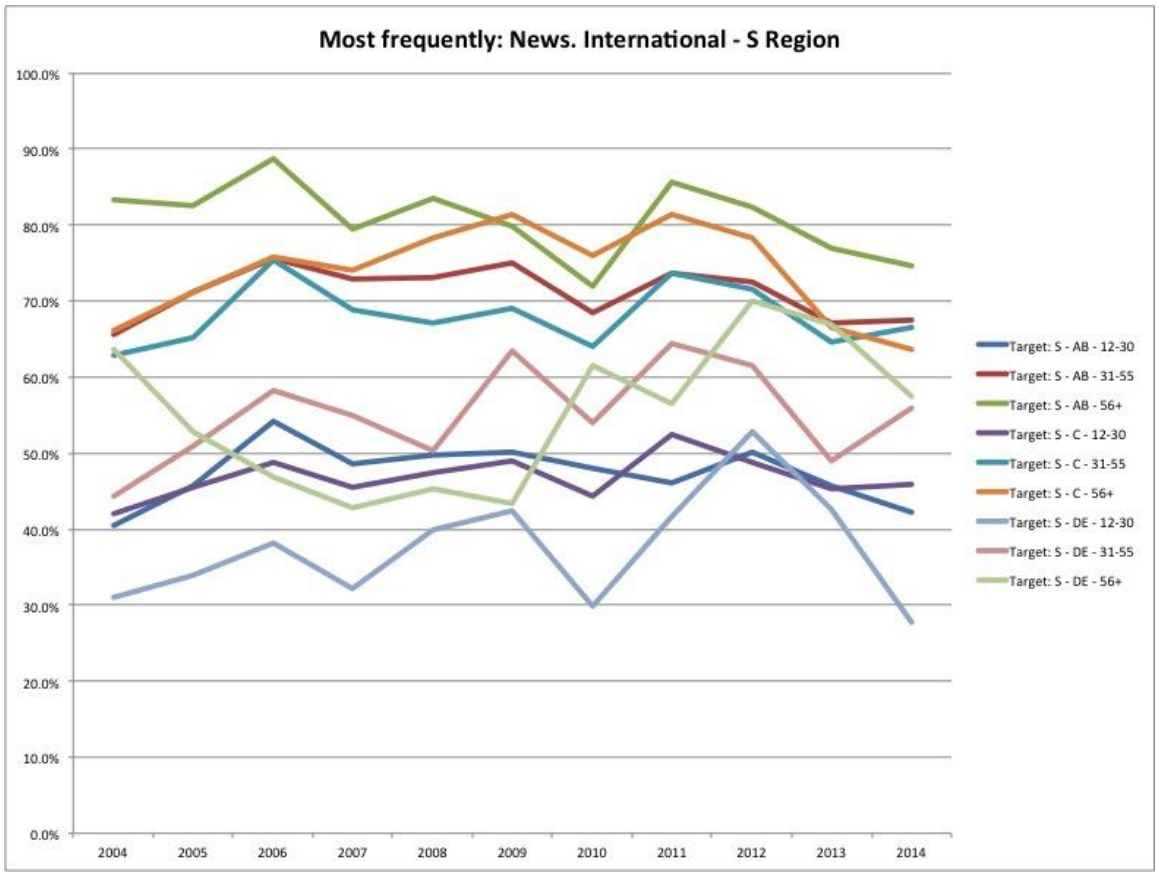


Figure 4.11 – Prefers international news in Curitiba and Porto Alegre from 2004 to 2014 by Social Class and Age Cohort. Source: TGI Latina.

In figure 4.11, as compared to the previous figure, it is slightly less clear that the most interested are the oldest and highest SES cohorts. Notably, interest among class C is almost as interested, and overall interest is declining in recent years unlike in the Southeastern region.

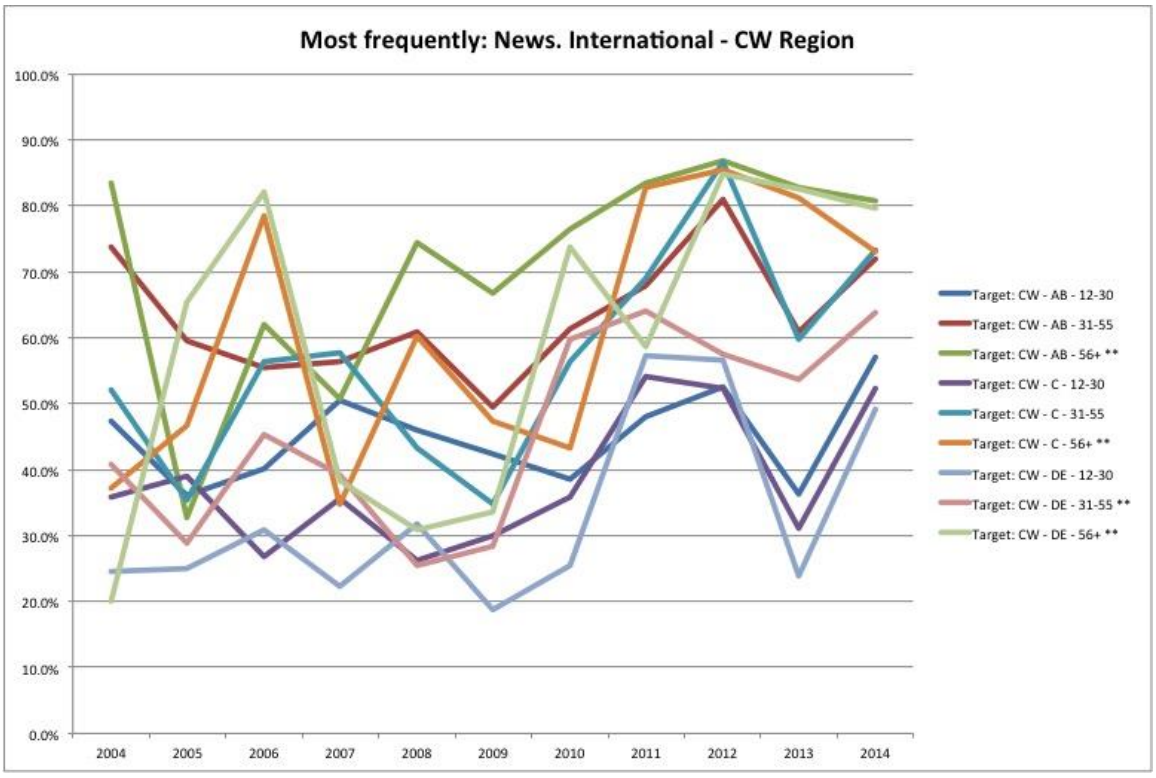


Figure 4.12 – Prefers international news in Brasilia from 2004 to 2014 by Social Class and Age Cohort. Source: TGI Latina.

In figure 4.12, when compared to Southeastern region, it is not case in Brasilia that the most interested are the oldest and highest SES cohorts. This data indicates that interests are also prevalent among Classes C and DE. As mentioned elsewhere this may be related to the migratory and international nature of the Brasilia population given that it is the seat of the federal government and the international diplomatic corp.

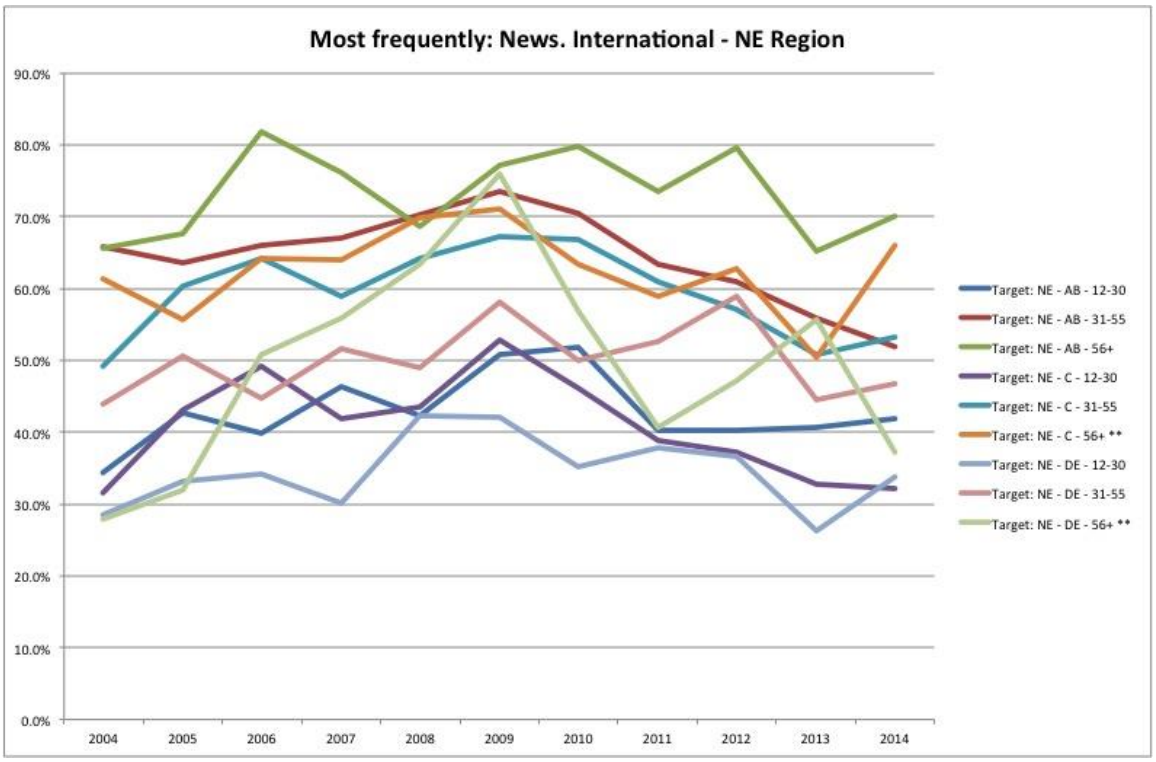


Figure 4.13 – Prefers international news in Forteleza, Recife and Salvador from 2004 to 2014 by Social Class and Age Cohort. Source: TGI Latina.

In figure 4.13, the most interested are clearly the oldest and highest SES cohorts, more than for domestic. The connection between cultural capital and income, and the preference for international news, as opposed to local or national news is clearly indicated in the data presented herein which reflected that next most interested group is Class AB 56+ and Class AB 31-55. This would suggest that in the Northeast the relationship between social class is more important than age cohort in terms of preference for international news.

Soap Opera Genre: Domestic and International

In this section we will examine the soap opera genre from both the domestic and international perspective. The *telenovela* or soap opera has been a major form of television entertainment in Brazil since the beginning of the television age in the 1950s, becoming the dominant form since the 1960s. Brazil is so successful in producing *telenovelas* that it currently exports soap operas all over the world (Sinclair and Straubhaar, 2013). Several factors are influencing a new level of decline of the soap opera as the dominant genre in Brazil: primarily the multiplication of other competing options on subscription multichannel television services, and well as, changing likes in key demographic groups. The figures in this section should be quite useful in identifying exactly who is still watching soap operas and who is watching something else. This is the proverbial $60,000 question for Brazil's media behemoth Rede Globo, which has one of the global centers of excellence for the production of soap operas. For the reader who is not familiar with Brazil, it is important to take a moment to note the shear impact of a soap opera in Brazil. Ten years ago, circa 2005, a successful prime time soap opera could garner up to 90% of screens in the entire country. This enormity of impact has decreased somewhat over the last decade, as the figures will elaborate. One or two major successes, such as Avenida Brasil, have taken back to 70-80 percent, but most recent *telenovelas* have had much lower ratings. The following graphs show a decline of preference for domestic or national soap operas or *telenovelas* since 2012.

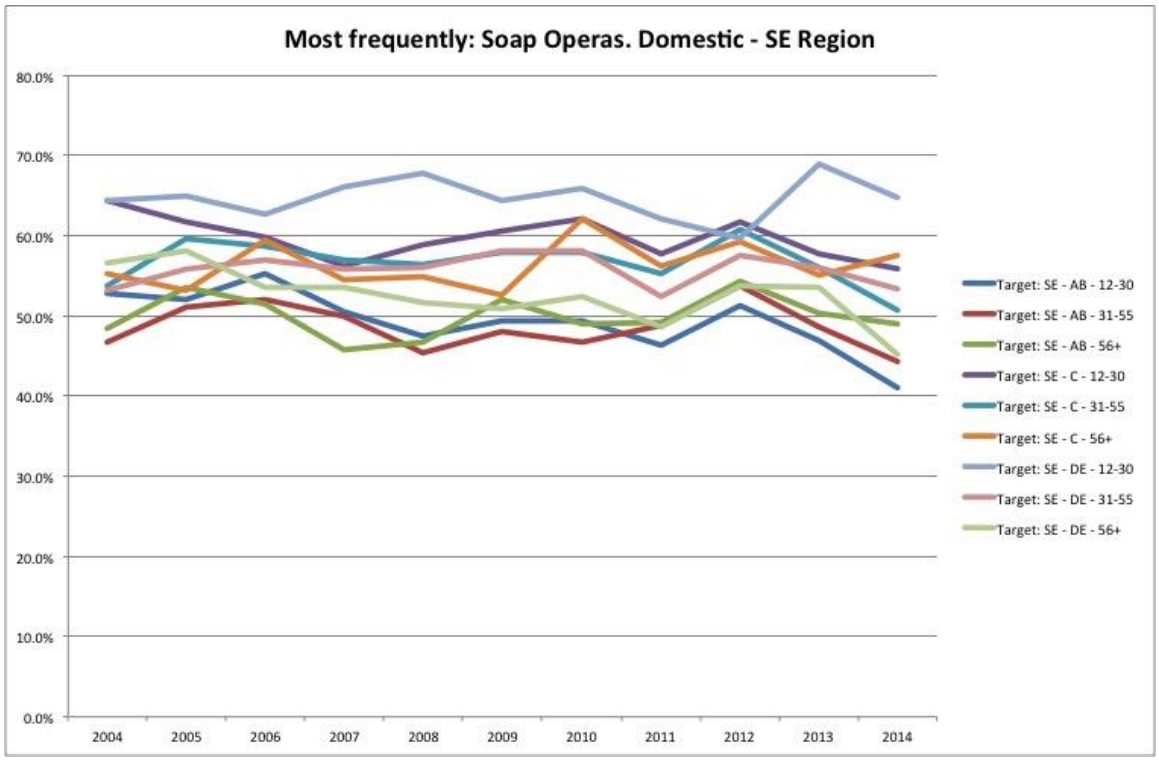


Figure 4.14 – Prefers Brazilian soap operas in São Paulo, Rio de Janeiro and Belo Horizonte from 2004 to 2014 by Social Class and Age Cohort. Source: TGI Latina.

Preference for domestic *telenovelas* is still relatively strong, although less than for news, overall, but the preference has declined somewhat since 2012. Notably, the decline is among all cohorts except Class C 56+. There had been a spike in Class DE 12-30 from 2012 to 2014 as Rede Globo produced *telenovelas* that treated socially relevant issues, such as same sex relationships and sexually surrogacy, as well as, an initiative by the *telenovelas* to add more characters of color and varied socioeconomic classes into the story.

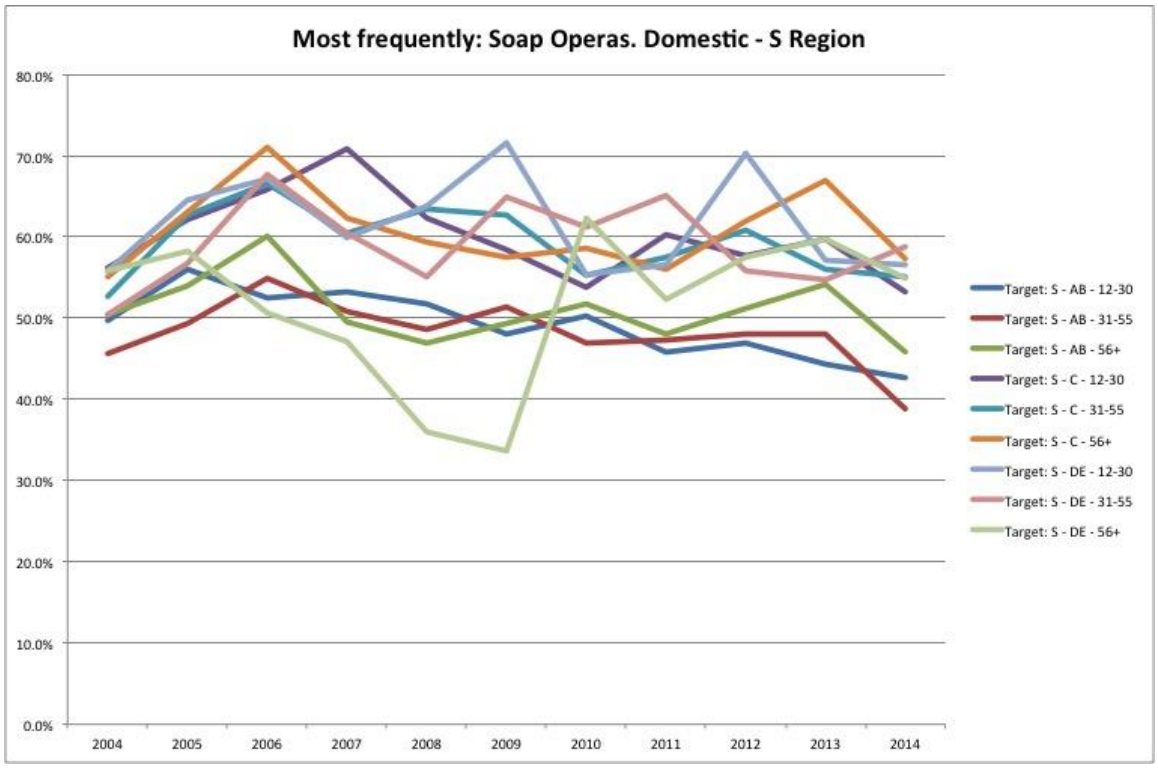


Figure 4.15 – Prefers Brazilian soap operas in Curitiba and Porto Alegre from 2004 to 2014 by Social Class and Age Cohort. Source: TGI Latina.

Preference for domestic *telenovelas* is still relatively strong, although less than for news, overall, but the preference has declined somewhat since 2012, plus there was a decline among older lower SES viewers, which then recovered – perhaps due to reactions to some specific programs in 2008-09. The largest recent declines are by the youngest and the middle age group among the upper SES groups. Taking earlier patterns into account, this group may have been shifting their interest to more imported programs.

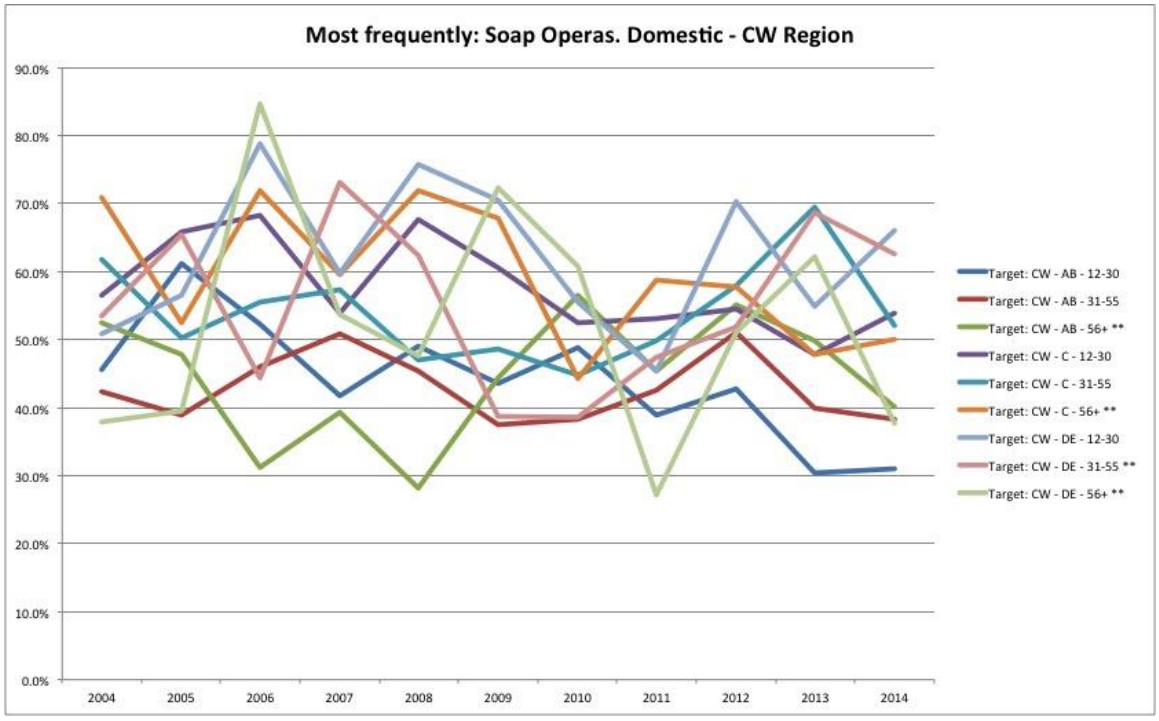


Figure 4.16 – Prefers Brazilian soap operas in Brasilia from 2004 to 2014 by Social Class and Age Cohort. Source: TGI Latina.

Preference for *telenovelas* has declined in recent years among most SES and age groups, but not all. The largest recent declines are by the youngest and the middle age group among the upper SES groups. The interest level of the oldest top SES group has bounced up and down over the years, which may be related to the popularity of specific *telenovelas* and their ability to engage Classes AB away from other multichannel options. In contrast to other groups, parts of Classes DE have increased their preference for *telenovelas* in the last several years. This may have to do with the increasing visibility of poor people, *favelados*, and afro-brazilians on screen since 2011 and 2012 in a series of *telenovelas* such as Duas Caras, Cheias de Charme, Avenida Brasil, Salve Jorge, etc. The declining interest of classes AB may be the converse of this, declining interest in the increased representation of these new lower middle class or working class groups in the *telenovela*.

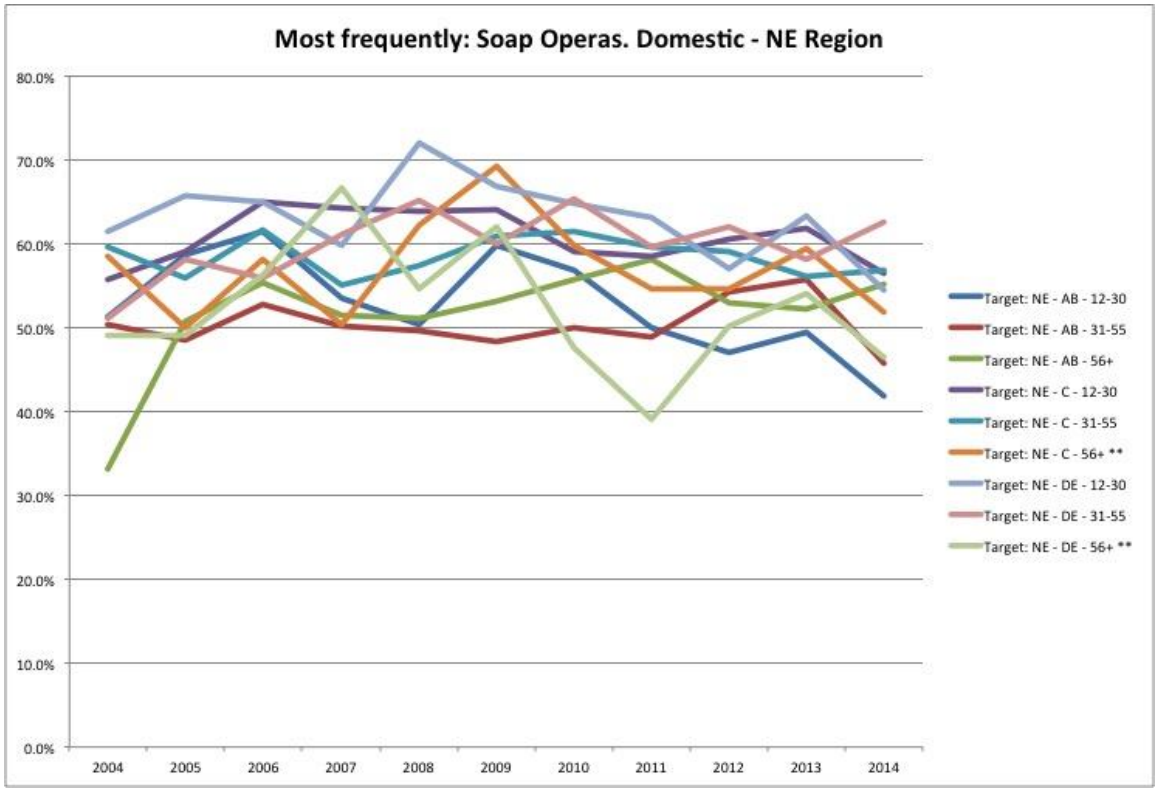


Figure 4.17 – Prefers Brazilian soap operas in Fortaleza, Recife and Salvador from 2004 to 2014 by Social Class and Age Cohort. Source: TGI Latina.

The largest recent declines are by the youngest and the middle age group among the upper SES groups. The interest level of the oldest top SES group has varied up and down over the years, which may be related to the popularity of specific *telenovelas* and their ability to engage Classes AB away from other multichannel options. As in the Southwestern region, parts of Classes DE have actually increased their interest in *telenovelas* in recent years.

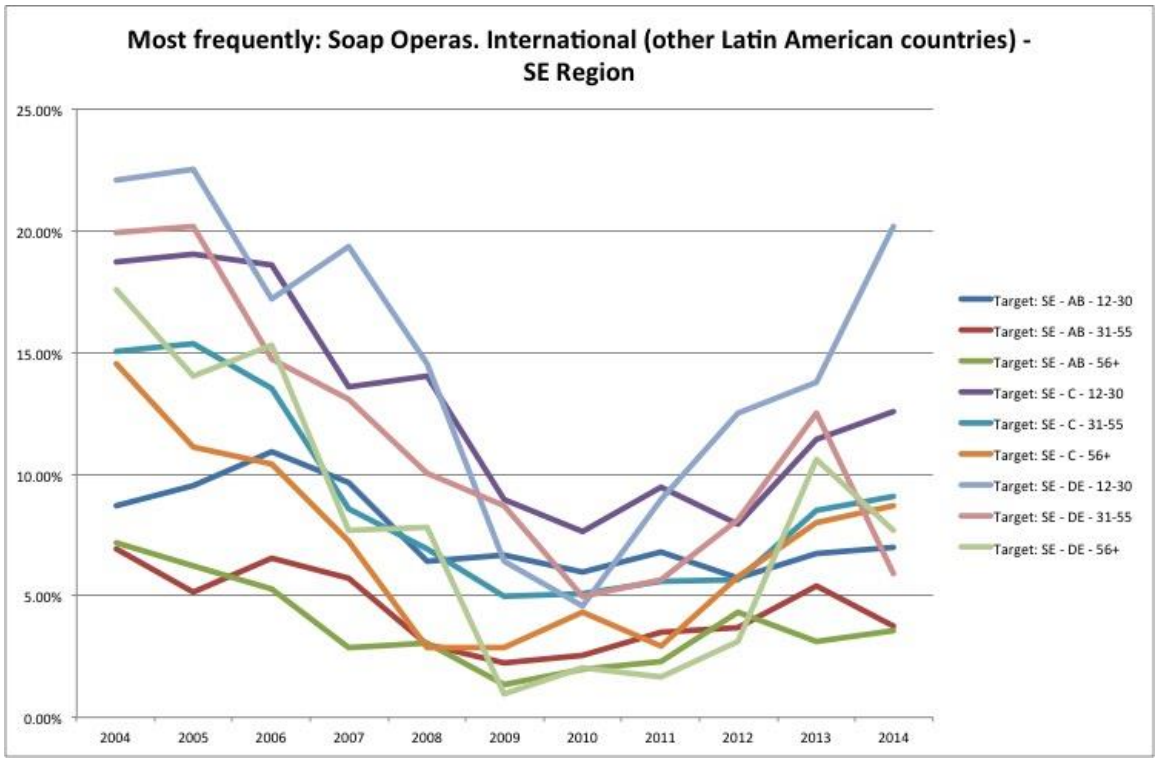


Figure 4.18 – Prefers international soap operas in São Paulo, Rio de Janeiro and Belo Horizonte from 2004 to 2014 by Social Class and Age Cohort. Source: TGI Latina.

Interest or preference for international soap operas, which could be either US or regional from other Latin American countries, went from slight (around 20%) to almost nil around 2009 to renewed slight interest by some groups in 2014. Those most interested seem to be characterized primarily by age and class, the youngest cohorts of Classes C and DE. It may be that this group has interest in some of the more romantic less political forms of soap opera from other parts of Latin America. The interest of working class youth, particularly women, demonstrated in Mexican and Argentine *telenovelas* or adapted *telenovela* formats carried on the SBT television network, which is predominately watched by the lower classes, may particularly account for this trend.

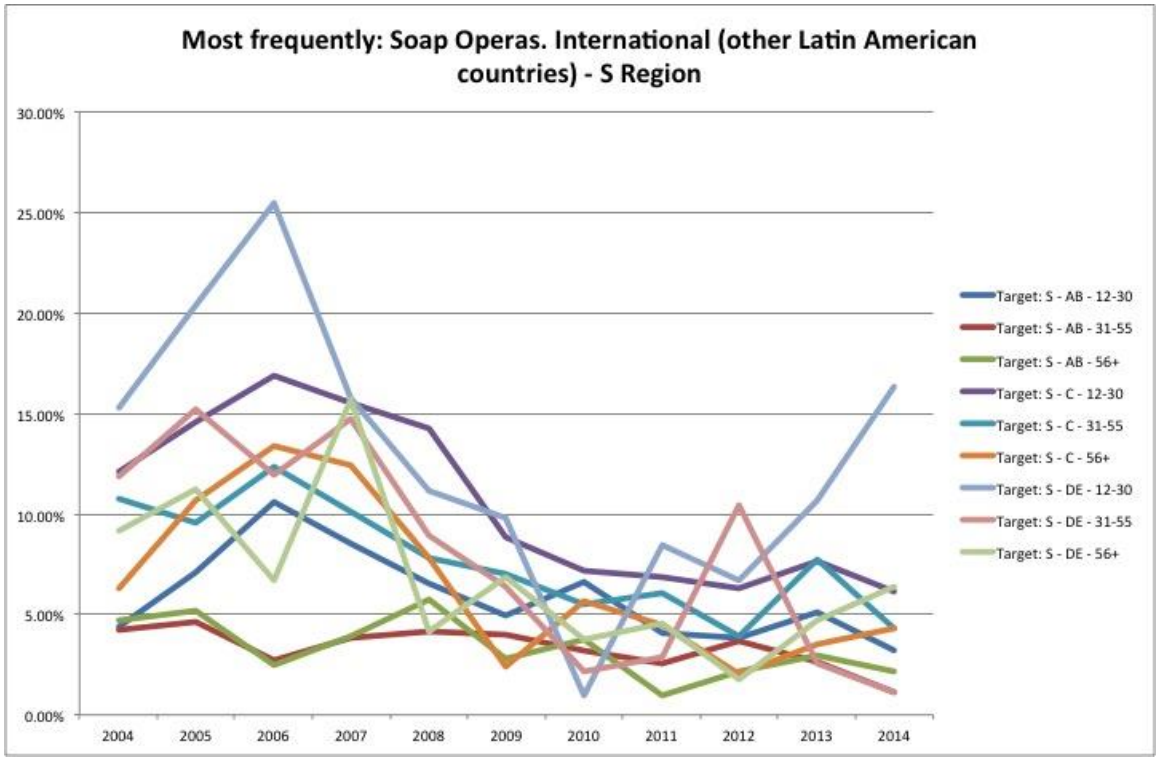


Figure 4.19 – Prefers international soap operas in Curitiba and Porto Alegre from 2004 to 2014 by Social Class and Age Cohort. Source: TGI Latina.

Trends in the south region are similar to those of the Southeastern region, but lower overall in preference for international soap operas. The most interested group is the same, Classes DE 12-30.

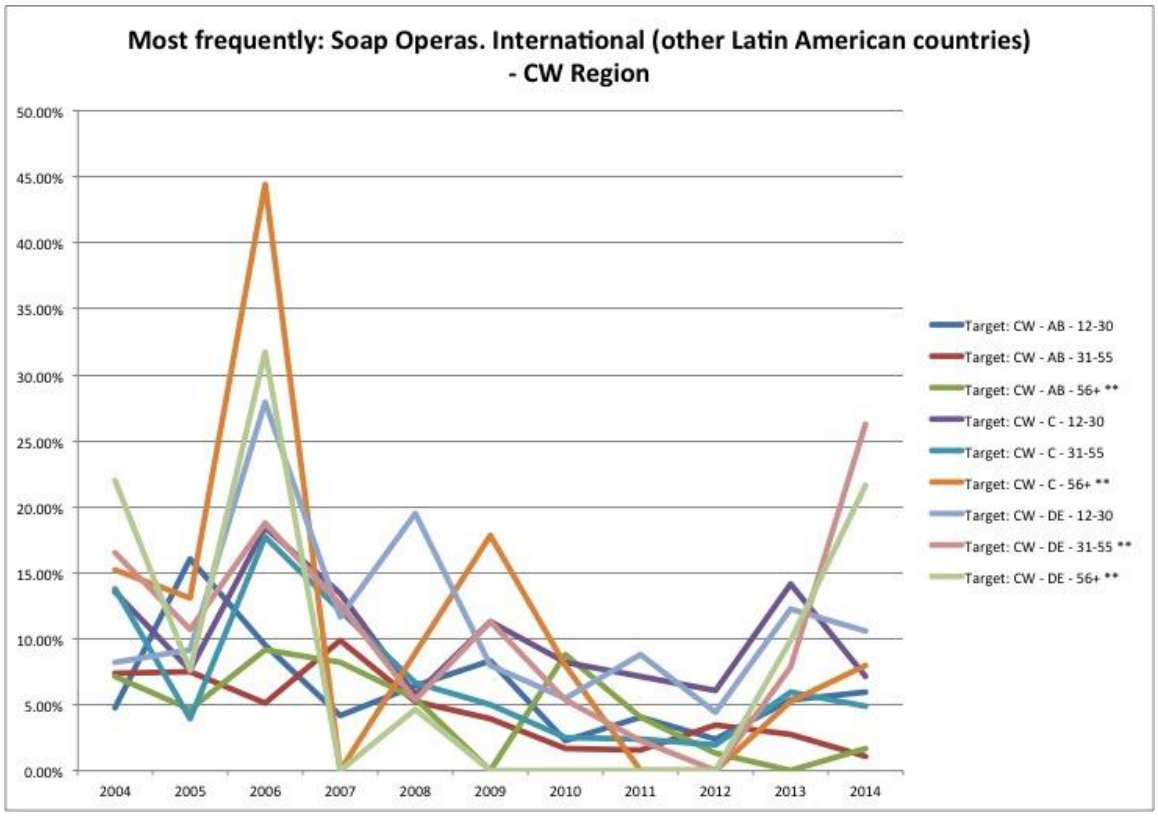


Figure 4.20 – Prefers international soap operas in Brasilia from 2004 to 2014 by Social Class and Age Cohort. Source: TGI Latina.

Trends in Brasilia, or the CW region, still show a lower overall preference for international soap opera, but some particulars are quite different from those of the south region and the Southeastern region. Notably, the most interested group is different, middle age and older people in classes C and DE who both spike after 2012.

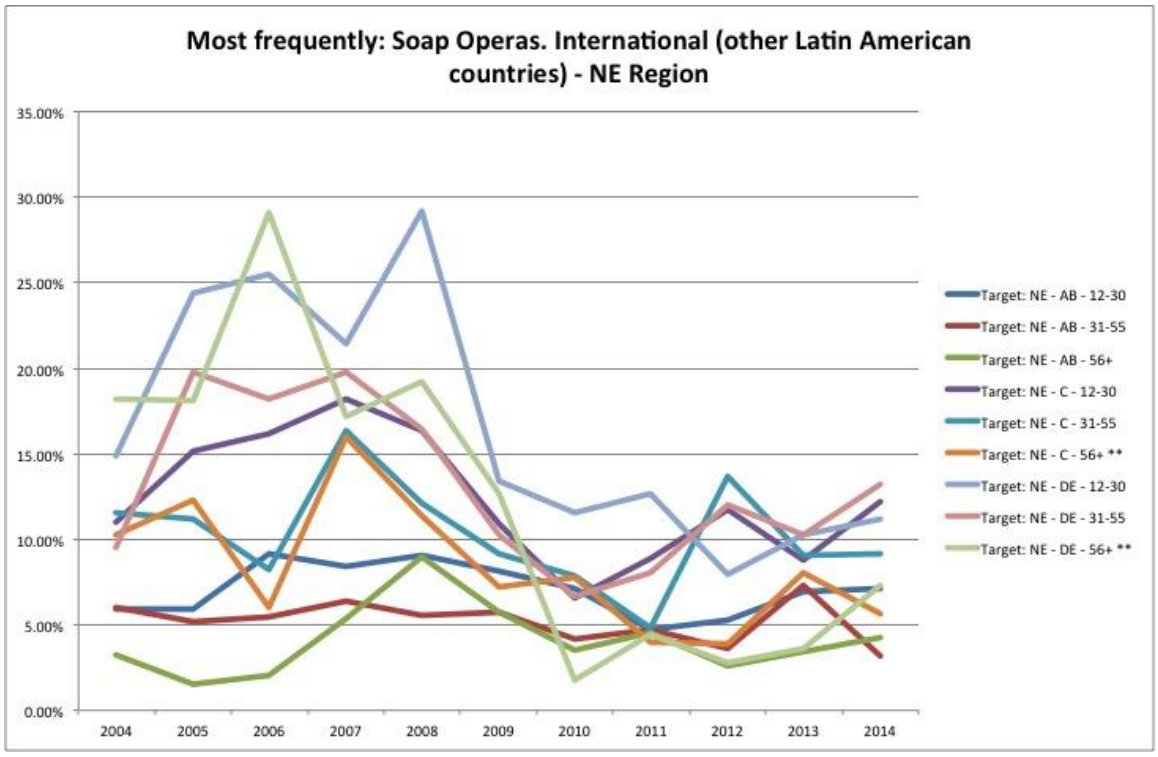


Figure 4.21 – Prefers international soap operas in Fortaleza, Recife and Salvador from 2004 to 2014 by Social Class and Age Cohort. Source: TGI Latina.

Trends in the NE region still show a lower overall preference for international soap opera, but somewhat higher than those of the south region and the SE but. Initially the most interested group is different, the youngest and oldest people in classes C and DE. This may well reflect the growing depiction of working class or new lower middle class people, poor people and black people on screen in *telenovelas* by Rede Globo and Rede Record since 2008 to 2009, and has been accelerating since 2012.

Series Genre: Domestic and International

In this section we will examine the series genre from both the domestic and international perspective. Although Brazilian television is relatively newer to the series and miniseries

genre, the miniseries tend to be topical and gain a very strong national audience. The American series, such as Friends, Law & Order, CSI:Miami, and other crime focused series are quite popular both on open channels and subscription channels.

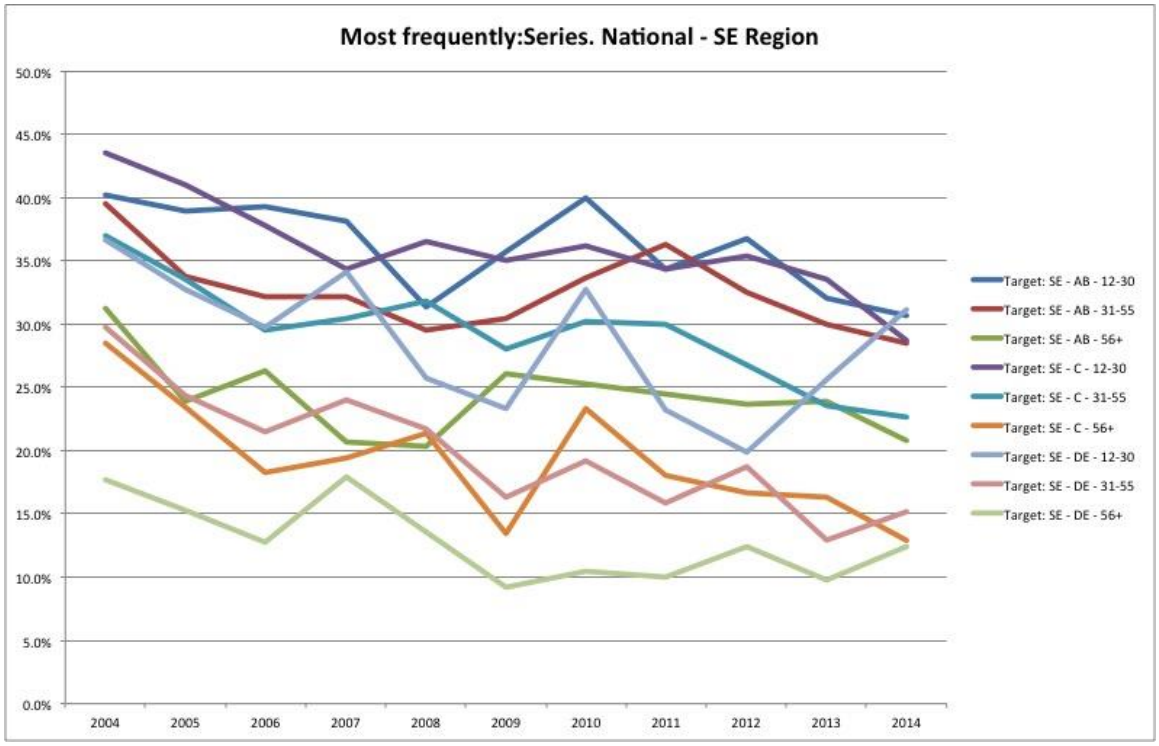


Figure 4.22 – Prefers Brazilian series in São Paulo, Rio de Janeiro and Belo Horizonte from 2004 to 2014 by Social Class and Age Cohort. Source: TGI Latina.

National series show a fairly high level of popularity in the Southeastern region, albeit somewhat lower than that of *telenovela* overall. The most interested groups are the youngest people in Classes AB and C, as well as the middle age group of Class AB. That seems to indicate that national series draws a higher-class audience than *telenovelas*. Series tend to scheduled late in the 10pm or 11pm slots, which indicates a targeting of upper SES groups, but also makes it less likely than working class or working poor groups, or older people, will be able to stay up to watch these shows.

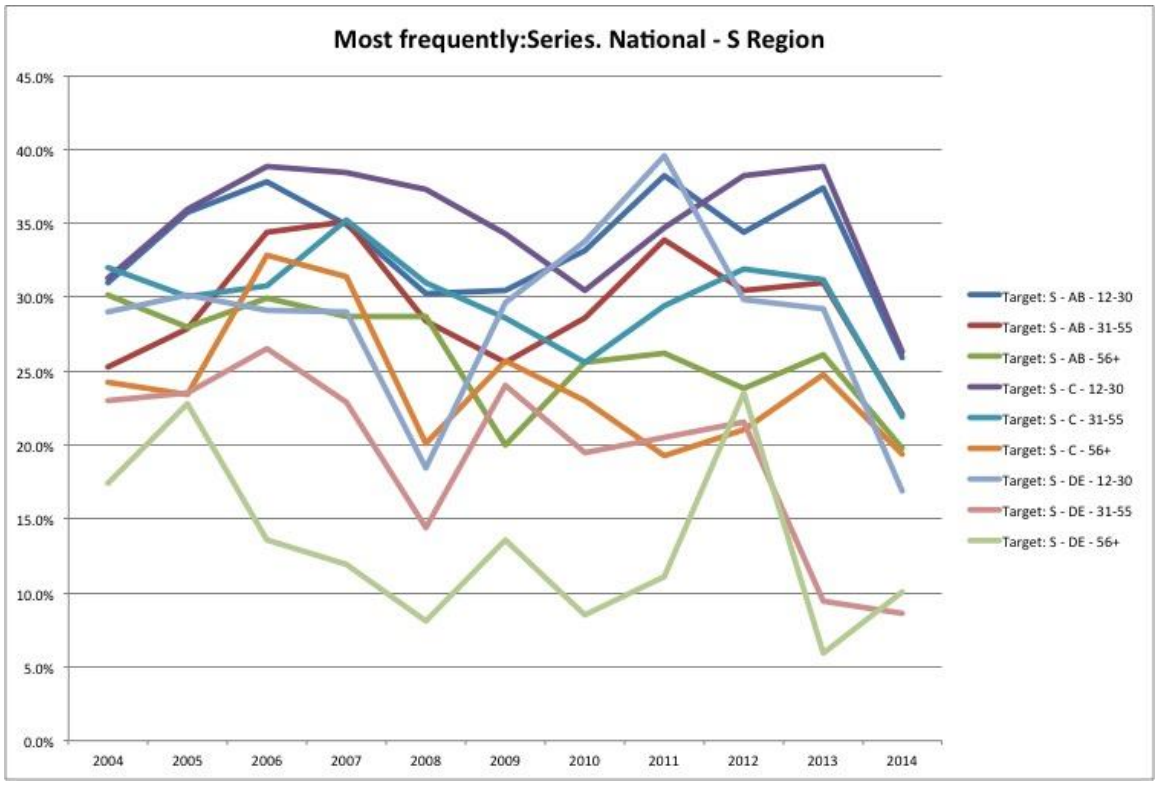


Figure 4.23 – Prefers Brazilian series in Curitiba and Porto Alegre from 2004 to 2014 by Social Class and Age Cohort. Source: TGI Latina.

National series show a fairly high level of popularity in the South, but have declined much more in the last 2 to 3 years than in the Southeastern region. The most interested groups are the youngest or middle age group people in Classes AB and C. This seems to indicate that national series draw a higher-class audience than *telenovelas*, but also that the interest of the group is declining.

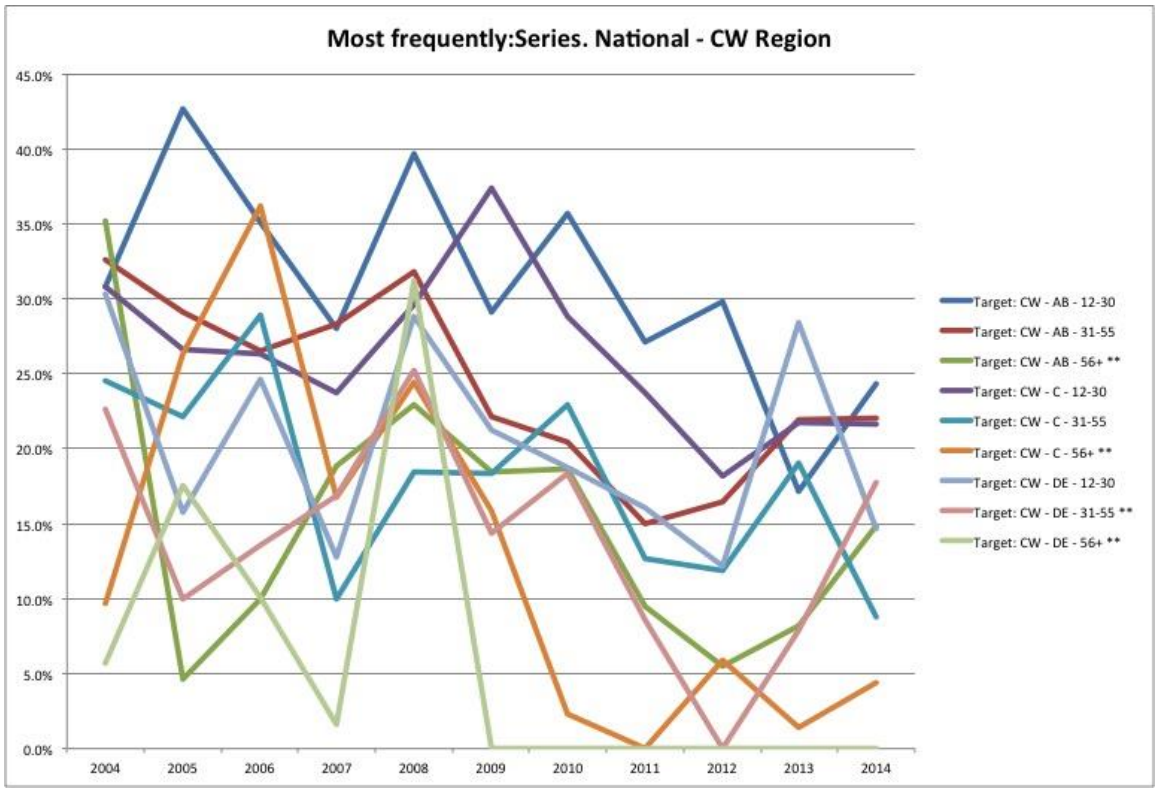


Figure 4.24 – Prefers Brazilian series in Brasilia from 2004 to 2014 by Social Class and Age Cohort. Source: TGI Latina.

Somewhat like other regions, the greatest interest in national series is by younger people in Classes AB and C. Notably, the interest by the converse groups, the older members of Classes C and DE is even lower than in other regions. There is an overall decline in interest similar to that seen in the Southern region.

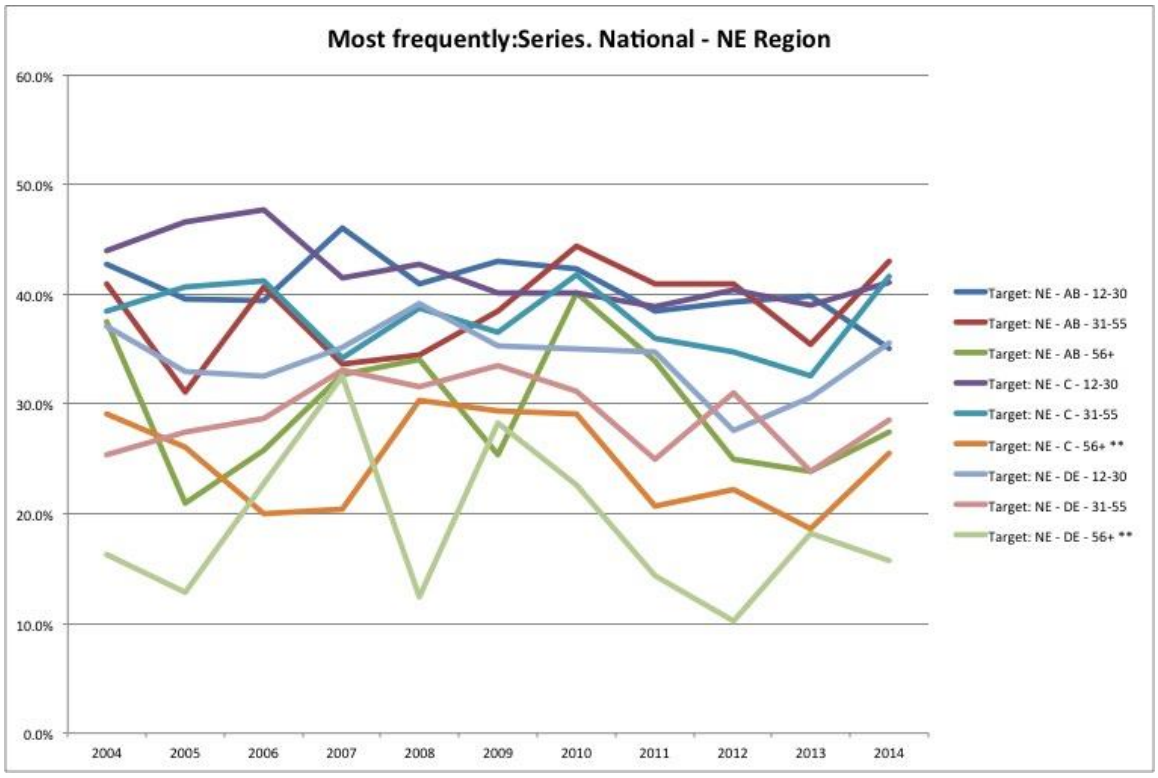


Figure 4.25 – Prefers Brazilian series in Fortaleza, Recife and Salvador from 2004 to 2014 by Social Class and Age Cohort. Source: TGI Latina.

Somewhat like other regions, the greatest interest in national series is by younger people in Classes AB and C. Interestingly, the interest by the converse groups, the older members of Classes C and DE is low, but not as low as in Brasilia. Interest overall has also not declined as much as in the Southern region and Brasilia, but stayed more constant similar to the trend in the Southeastern region.

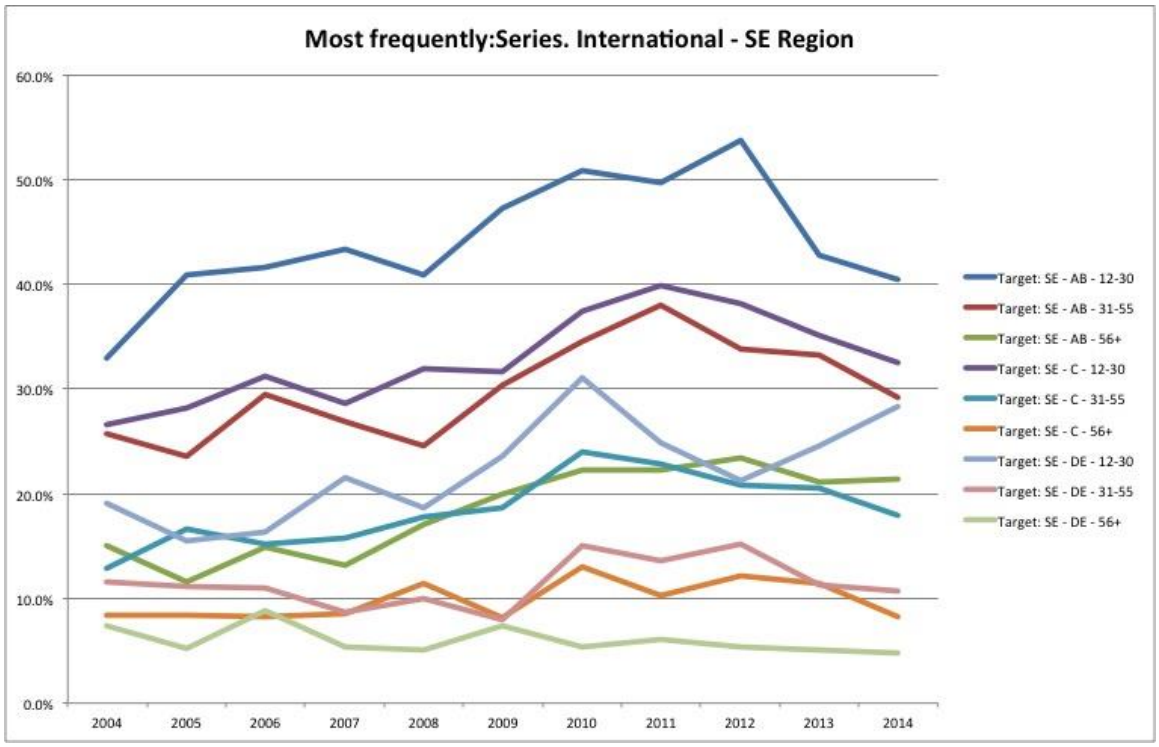


Figure 4.26 – Prefers international series in São Paulo, Rio de Janeiro and Belo Horizonte from 2004 to 2014 by Social Class and Age Cohort. Source: TGI Latina.

In the Southeastern region, the greatest interest in international series is by younger and mid aged people in Classes AB and C. That goes along with a general idea, noted in the larger TGI study of eight Latin American countries (Straubhaar, et al, forthcoming, chapter 3), which notes that younger people have tended to prefer international programs more than other ages, along with a preference by those in classes AB and C vs. DE. As noted in that larger study, the age difference in preference for imported series seems to have declined in recent times as preferences by the youngest declined somewhat, while interest among some others grew slightly. This builds on an idea, current at least since the 1990s when MTV spread rapidly to a number of countries to apparently large interest among youth, that youth were tending to become more globalized. The demographics of the TGI also seem to indicate the younger people are also increasingly better educated, on

average, than their elders, which will also raise their cultural capital, which also tends to be associated with increased preference for international vs. national culture.

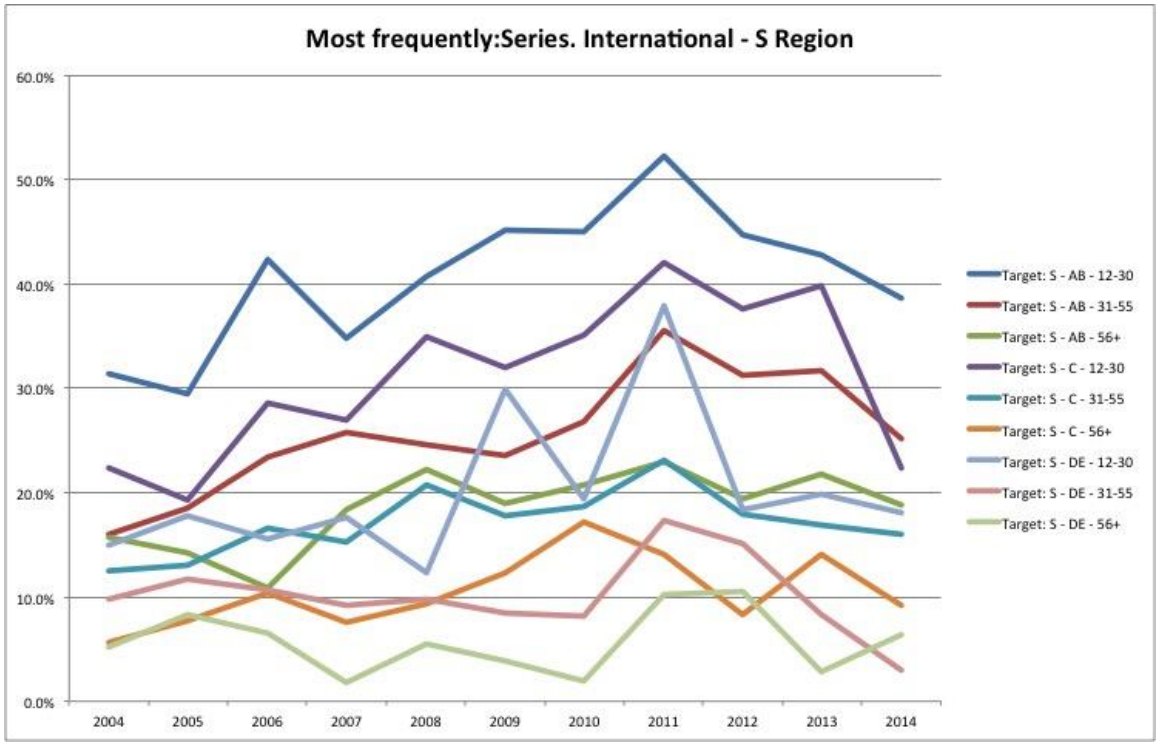


Figure 4.27 – Prefers international series in Curitiba and Porto Alegre from 2004 to 2014 by Social Class and Age Cohort. Source: TGI Latina.

As in the Southeastern region, the greatest interest in international series in the South is by younger and mid-aged people in Classes AB and C, but the youngest people in class DE and the oldest in Class AB are also interested. So it seemed like age and class are both very important predictors of who will be interested in international series.

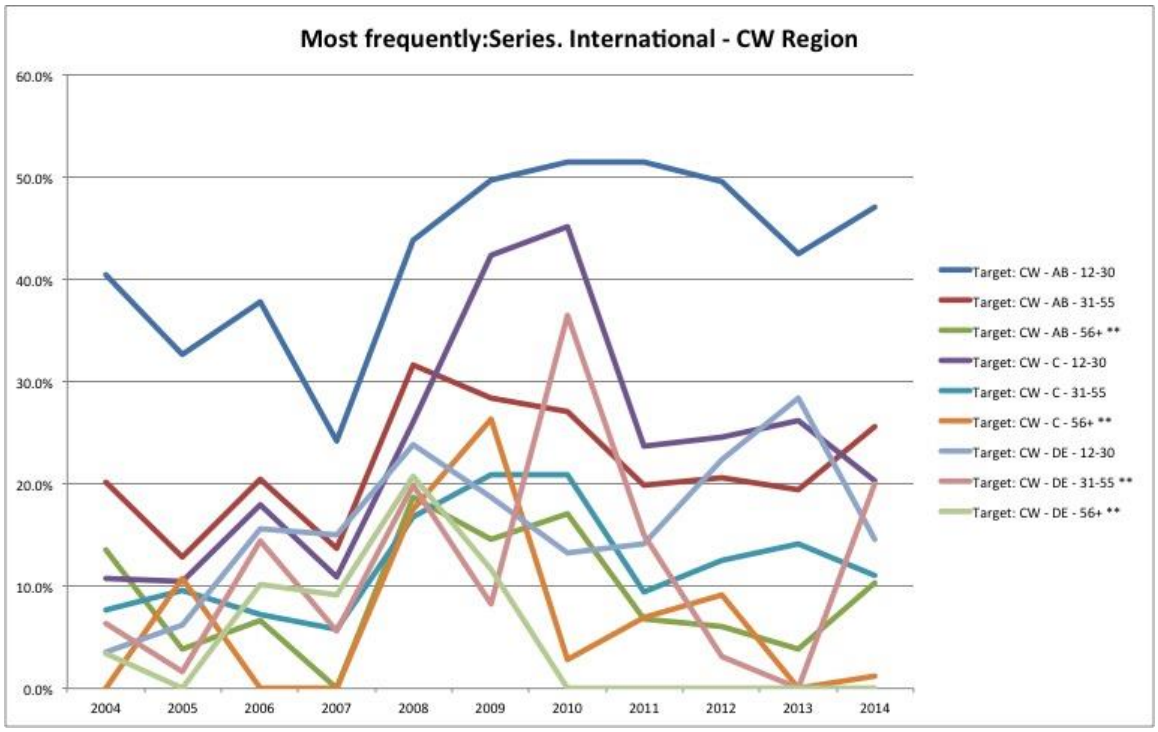


Figure 4.28 – Prefers international series in Brasilia from 2004 to 2014 by Social Class and Age Cohort. Source: TGI Latina.

As in the Southeastern region, the greatest interest in international series in Brasilia is by younger and mid aged people in Classes AB and C. So it seemed like age and class are both very important predictors of who will be interested in international series. However, while the youngest in Class AB stayed consistently interested in international series, for most others there was a spike up in preference in 2008 through 2010, followed by a larger fall in interest than in the Southeastern region, for example.

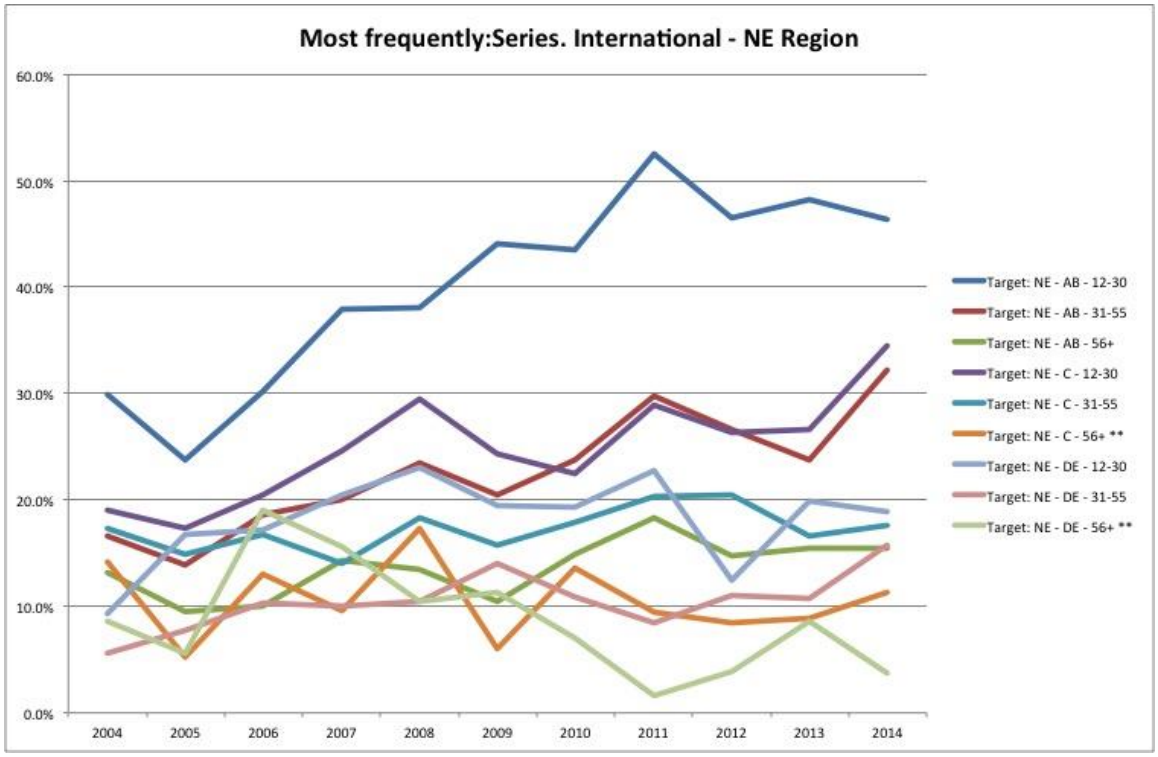


Figure 4.29 – Prefers international series in Fortaleza, Recife and Salvador from 2004 to 2014 by Social Class and Age Cohort. Source: TGI Latina.

As in the Southeastern region, the greatest interest in the Northeast international series is by the youngest in Class AB, who were much interested than all others, followed by the youngest in Class C, and then mid aged people in Classes AB and C. So it seemed like age and class are both very important predictors of who will be interested in international series, but age seems to be weighing in more in this region, perhaps because this the region in which the educational difference between young and old has increased the most in the last 15 years, with major recent improvement of access to and attendance at schools. Like the Southeastern region and unlike some others, there was not a large fall in interest.

Talk Shows and Variety Shows Genres

In this section we will examine the talk show and variety show genres. The variety show format goes back to the beginnings of Brazilian television and has had long running successes such as Domingão de Faustão, Caldeirão do Huck, Altas Horas, all on Rede Globo, and the extremely long lived Programa Silvio Santos that runs on SBT. The talk show format has been more restricted to the late-night intelligencia, such as the Programa do Jó; however, Rede Globo has tried to replicate the View with a daytime talk show titled Encontro com Fatima Bernardes, which is targeted at women.

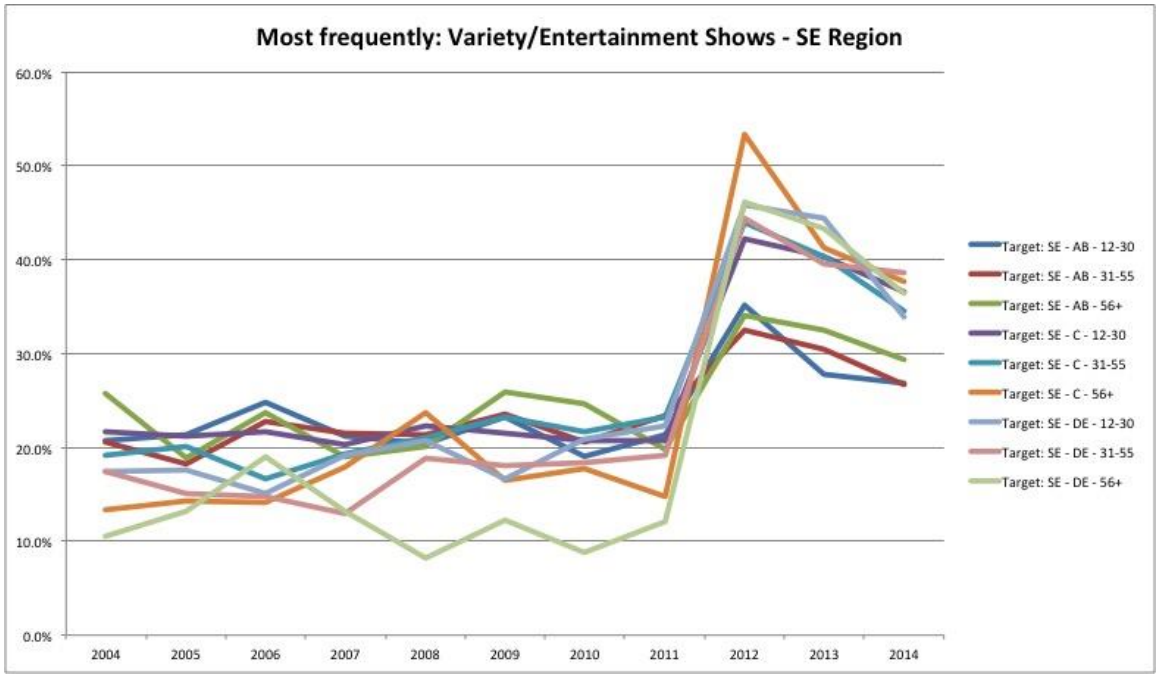


Figure 4.30 – Prefers variety shows in São Paulo, Rio de Janeiro and Belo Horizonte from 2004 to 2014 by Social Class and Age Cohort. Source: TGI Latina.

It is noteworthy that interest in variety shows has jumped up notably among all age groups and social classes in the southeast of Brazil. Its popularity increased most among

the oldest and least educated. That fits with traditional strategy of some stations like SBT to use variety shows to target the lower middle class and working class in Brazil, in contrast to the general public strategy of TV Globo.

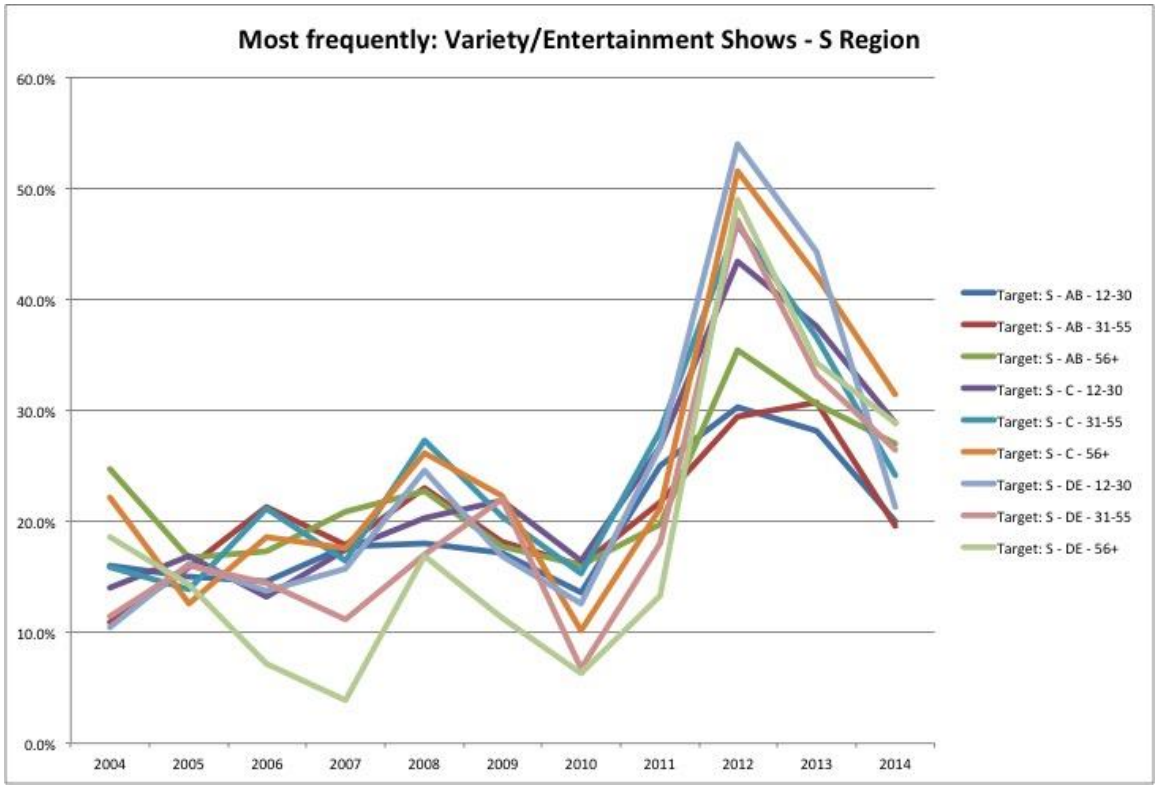


Figure 4.31 – Prefers sports news in Curitiba and Porto Alegre from 2004 to 2014 by Social Class and Age Cohort. Source: TGI Latina.

The profile of those who prefers variety shows in the south is very similar to that of the southeast, older and lower SES cohorts, with a recent sharp spike upwards in interest. The spike upwards may have to do with what is available in alternative forms, like the *telenovela*, or perceived declines in quality or appeal in those genres, which fits with a decline in ratings for *telenovelas* over the last 2 to 3 years, which has been noted in repeated newspaper reports over the last couple of years.

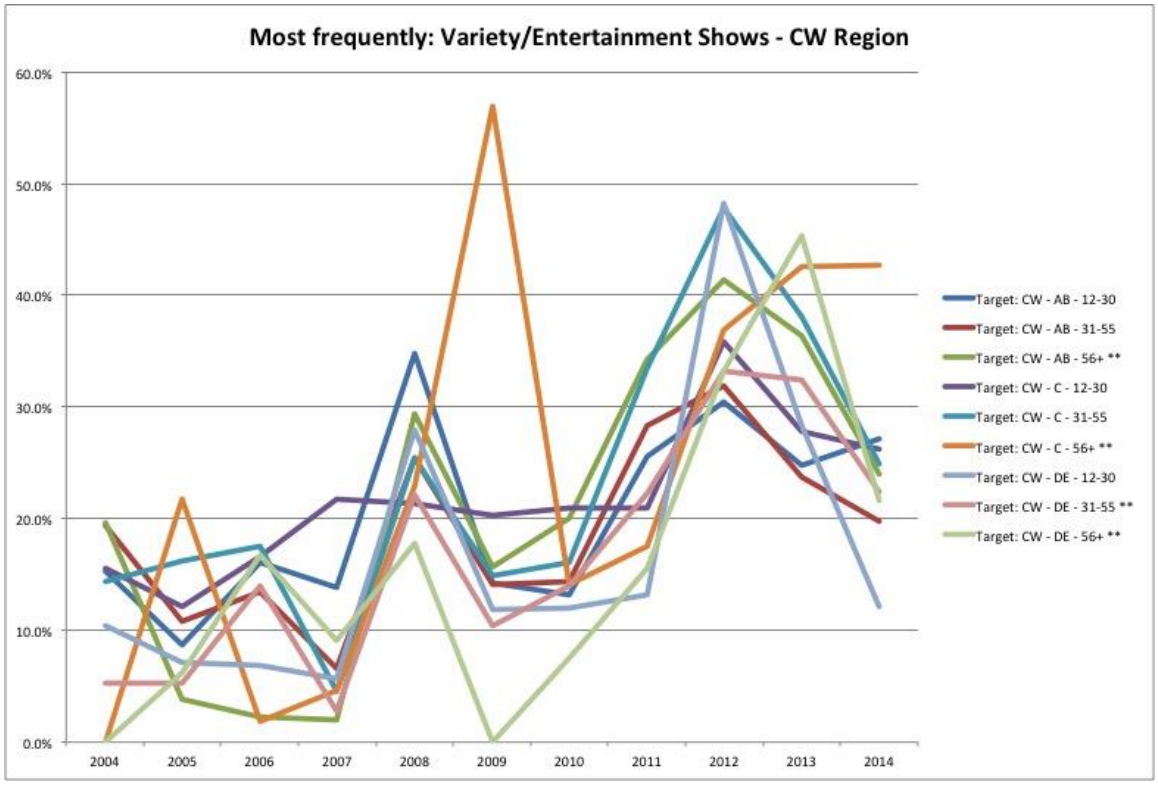


Figure 4.32 – Prefers sports news in Brasilia from 2004 to 2014 by Social Class and Age Cohort. Source: TGI Latina.

The profile of who prefers variety shows in the Centerwest (Brasilia) is overall quite similar to that of the Southeastern region – mainly older and lower SES cohorts. However, there was spike upwards in interest in 2007 to 2010, especially among the oldest members of Class C. There was a recent spike upwards in interest as well, with a somewhat broader reach into the older and less well off.

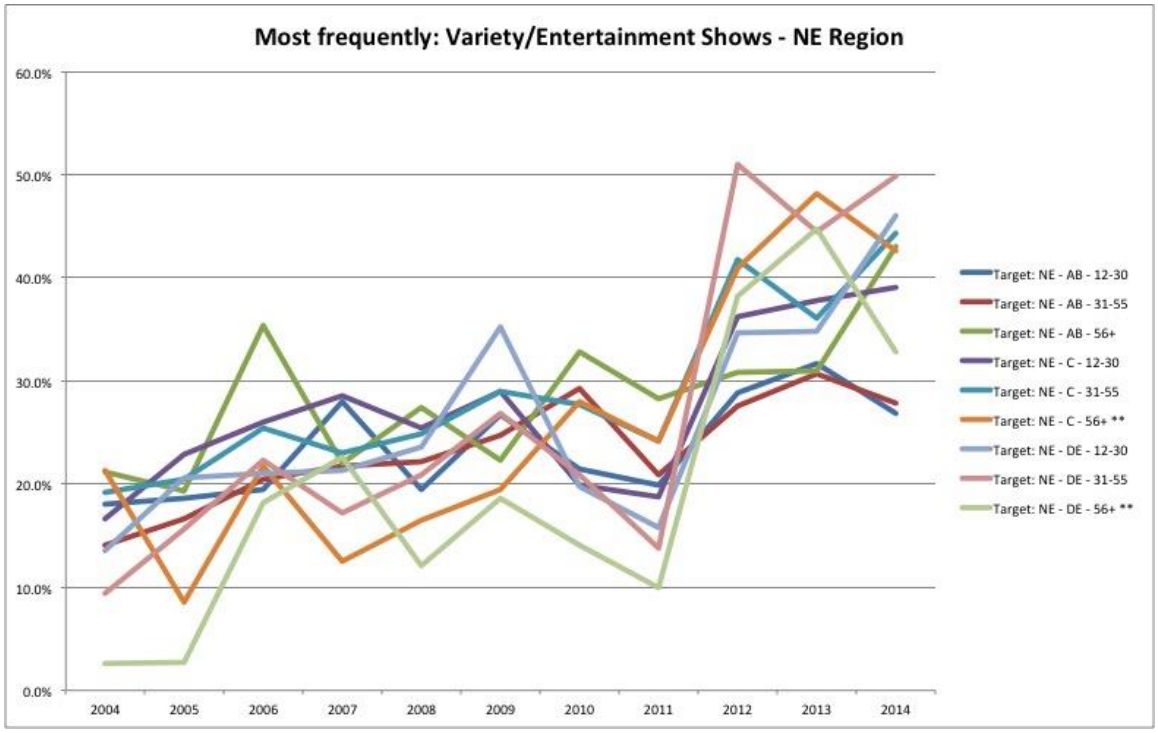


Figure 4.33 – Prefers variety show in Fortaleza, Recife and Salvador from 2004 to 2014 by Social Class and Age Cohort. Source: TGI Latina.

The profile of who prefers variety shows in the Northeast is very similar to that of the Southeast, older and lower SES cohorts, with a recent sharp spike upwards in interest. The spike upwards may have to do with what is available in alternative forms, like the *telenovela*, or perceived declines in quality or appeal in those genres, which fits with a decline in ratings for *telenovelas* over the last 2 to 3 years, which has been noted in repeated newspaper reports over the last couple of years.

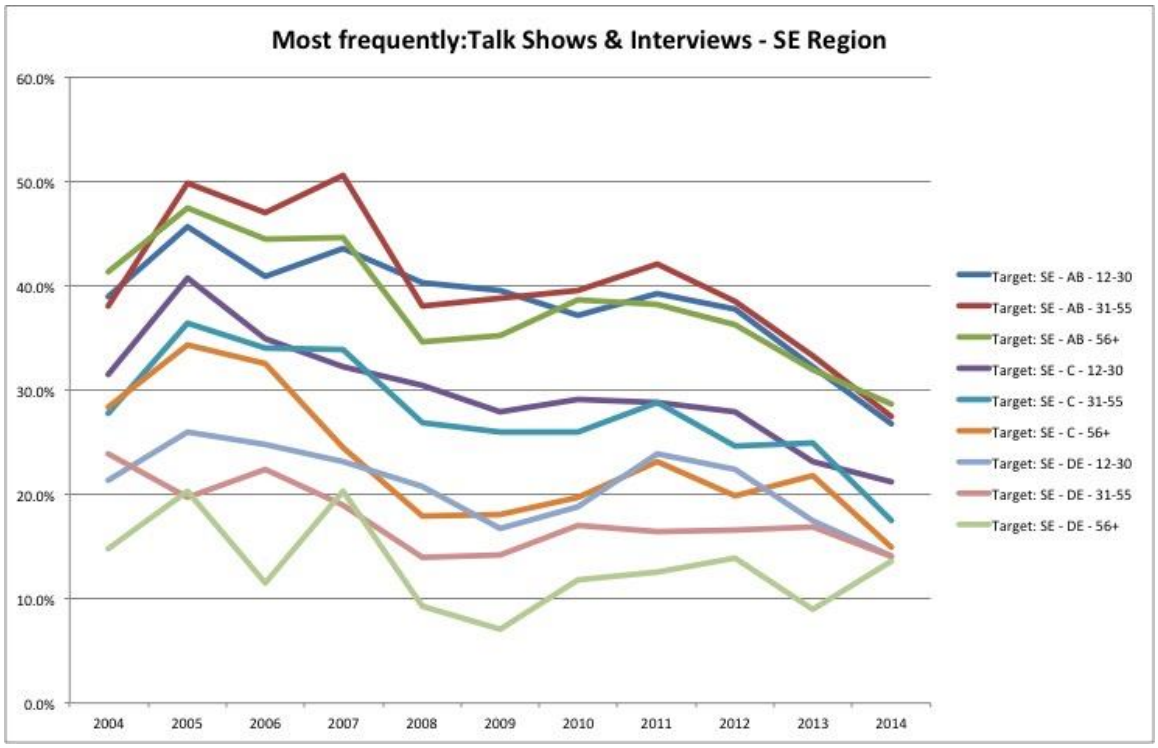


Figure 4.34 – Prefers talk shows in São Paulo, Rio de Janeiro and Belo Horizonte from 2004 to 2014 by Social Class and Age Cohort. Source: TGI Latina.

The talk shows in all the regions show a consistent pattern. They are preferred by those with greater cultural capital, as reflected in their SES; however, in all regions the preference for them is also declining over the years, starting in 2006 and 2007, with the decline increasing in 2012 and 2013. That may simply have to do with the greater number of channels and genres competing for time and attention of those with high cultural capital over the years, as more and more people get access to multichannel television and the Internet.

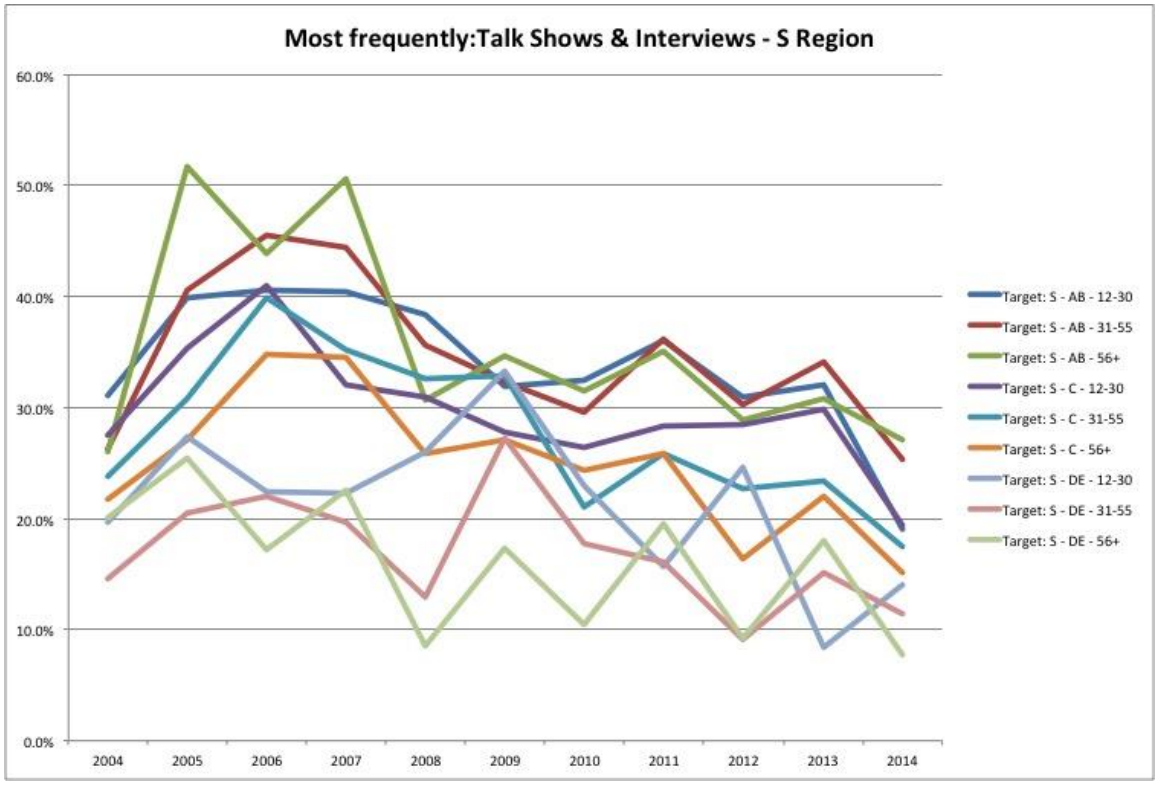


Figure 4.35 – Prefers talk shows in Curitiba and Porto Alegre from 2004 to 2014 by Social Class and Age Cohort. Source: TGI Latina.

The talk shows in all the regions show a consistent pattern. That may simply have to do with the greater number of channels and genres competing for time and attention of those with high cultural capital over the years, as more and more people get access to multichannel television and the Internet.

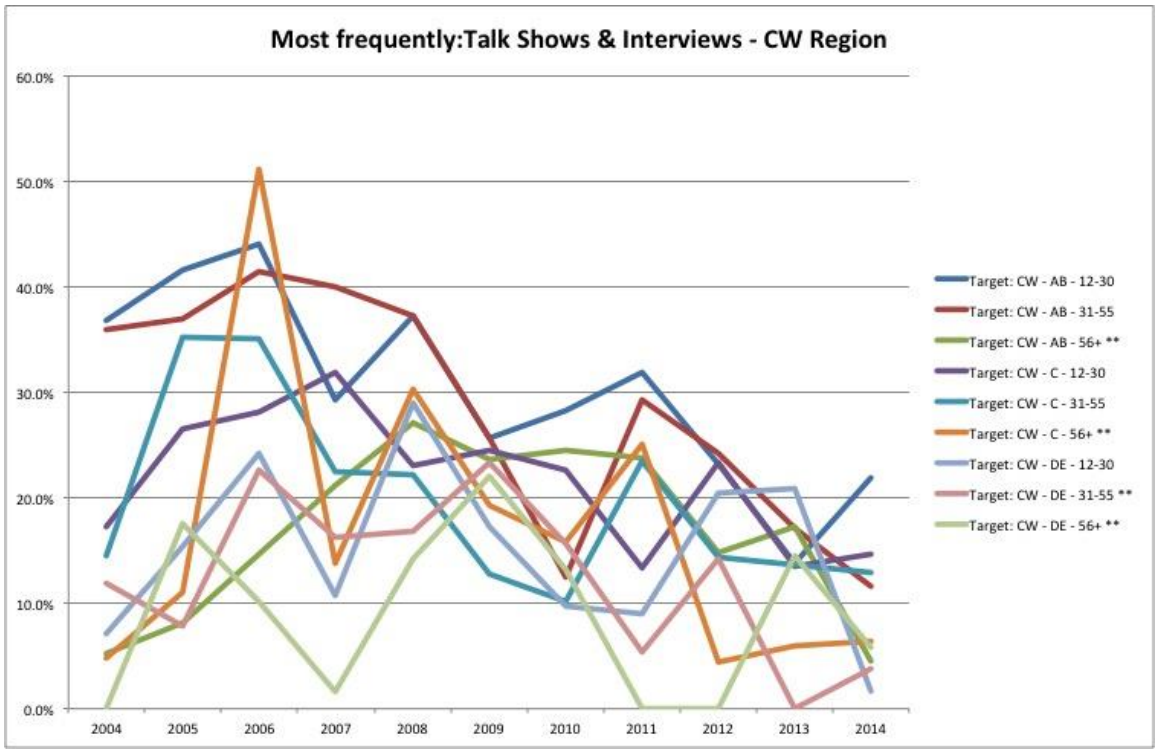


Figure 4.36 – Prefers talk shows in Brasilia from 2004 to 2014 by Social Class and Age Cohort. Source: TGI Latina.

The talk shows in all the regions show a consistent pattern. That may simply have to do with the greater number of channels and genres competing for time and attention of those with high cultural capital over the years, as more and more people get access to multichannel television and the Internet.

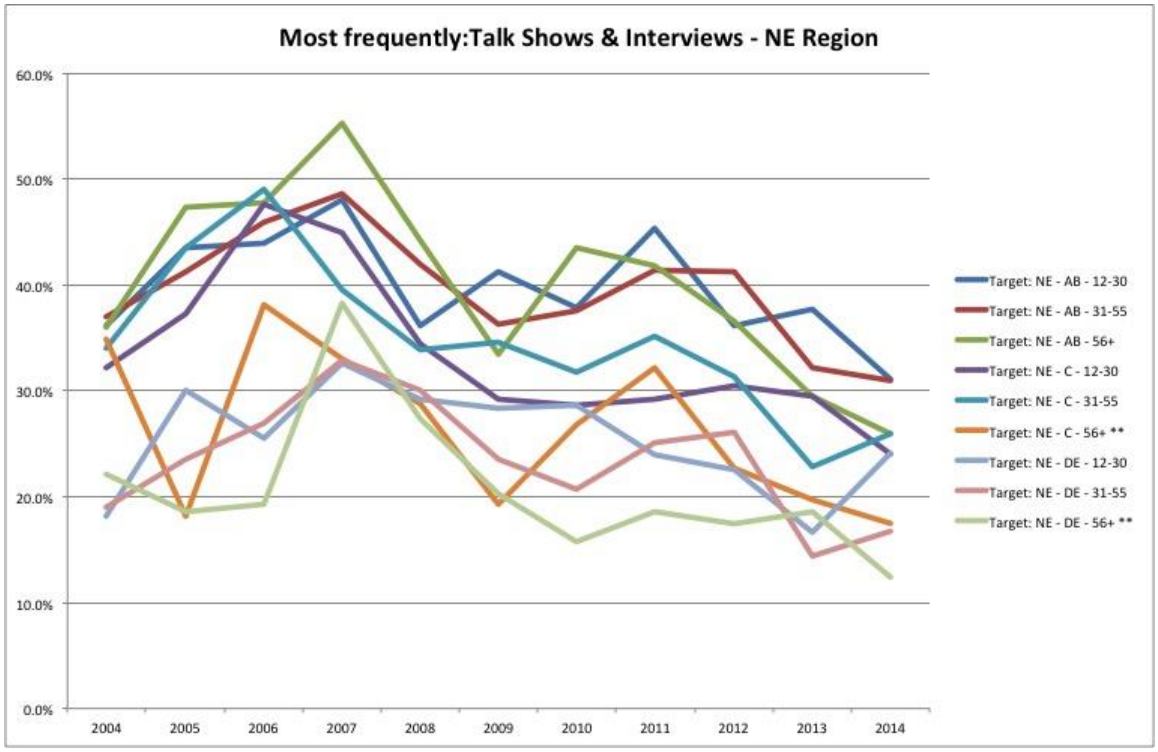


Figure 4.37 – Prefers talk shows in Fortaleza, Recife and Salvador from 2004 to 2014 by Social Class and Age Cohort. Source: TGI Latina.

The talk shows in all the regions show a consistent pattern. That may simply have to do with the greater number of channels and genres competing for time and attention of those with high cultural capital over the years, as more and more people get access to multichannel television and the Internet.

Science and Technology, and Sci-fi Genres

In this section we will examine the interest in programs on science and technology, and science fiction genres. While domestic production in these genres has been limited, American science fiction shows such as Star Trek – called *Jornada das Estrellas* has

been available in Brazil in Portuguese since the 1970s. Just as in the rest of the world the fantasy series, Harry Potter and Lord of the Rings were both huge successes in Brazil. With the entry of Discovery Channels and National Geographic Channels into the Brazilian subscription package, there was a significant influx of science and technology focused programming. Within the last several years there has been an attempt to film more science and technology focused content in Brazil in Portuguese with Brazilian actors. This growth has been slow but is increasing.

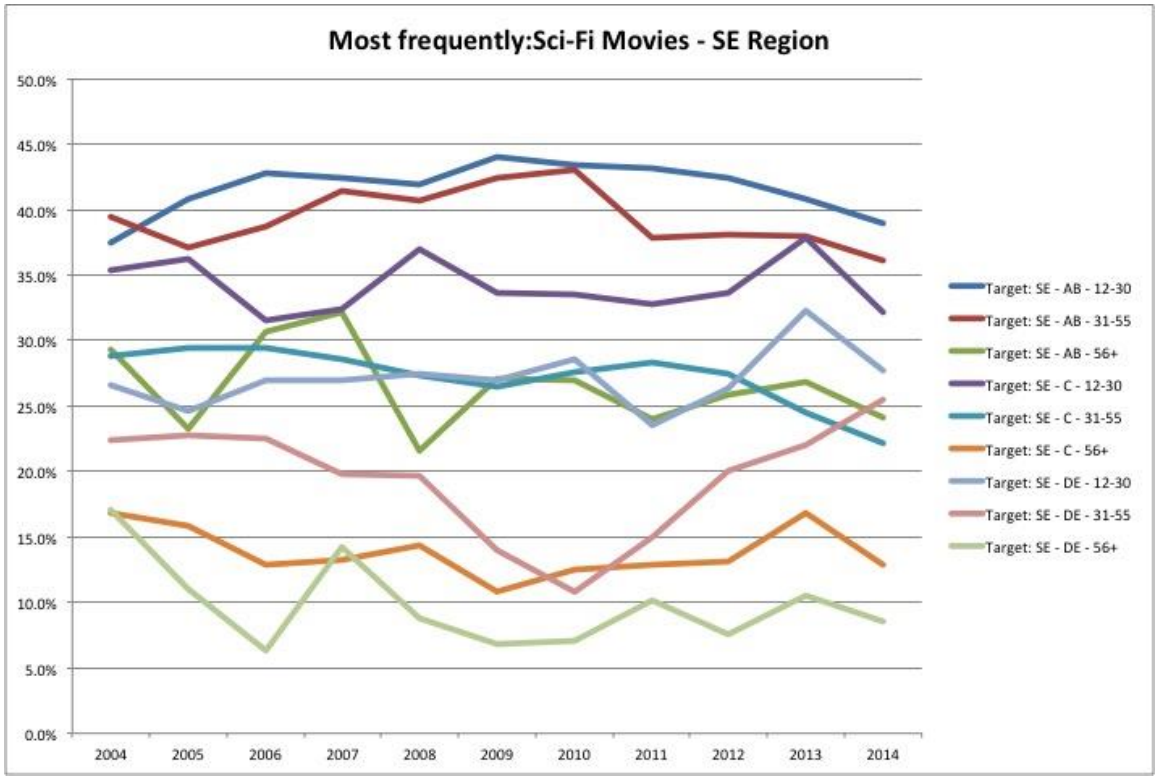


Figure 4.38 – Prefers science fiction movies in São Paulo, Rio de Janeiro and Belo Horizonte from 2004 to 2014 by Social Class and Age Cohort. Source: TGI Latina.

Preference for science fiction movies is almost always a preference for US content, although with some European, Japanese and other Asian films. Among the content reviewed for this project, this preference separates audience groups by age and class/SES

in a very clear and consistent manner. In the more developed or industrialized Southeast of Brazil, science fiction is preferred by the youngest of Class AB, then those of mid age in Class AB, then the youngest of Class C, then the youngest of Class DE, and then the oldest of Class AB, which shows that age is slightly more important than class in predicting this preference, but that class also has considerable weight.

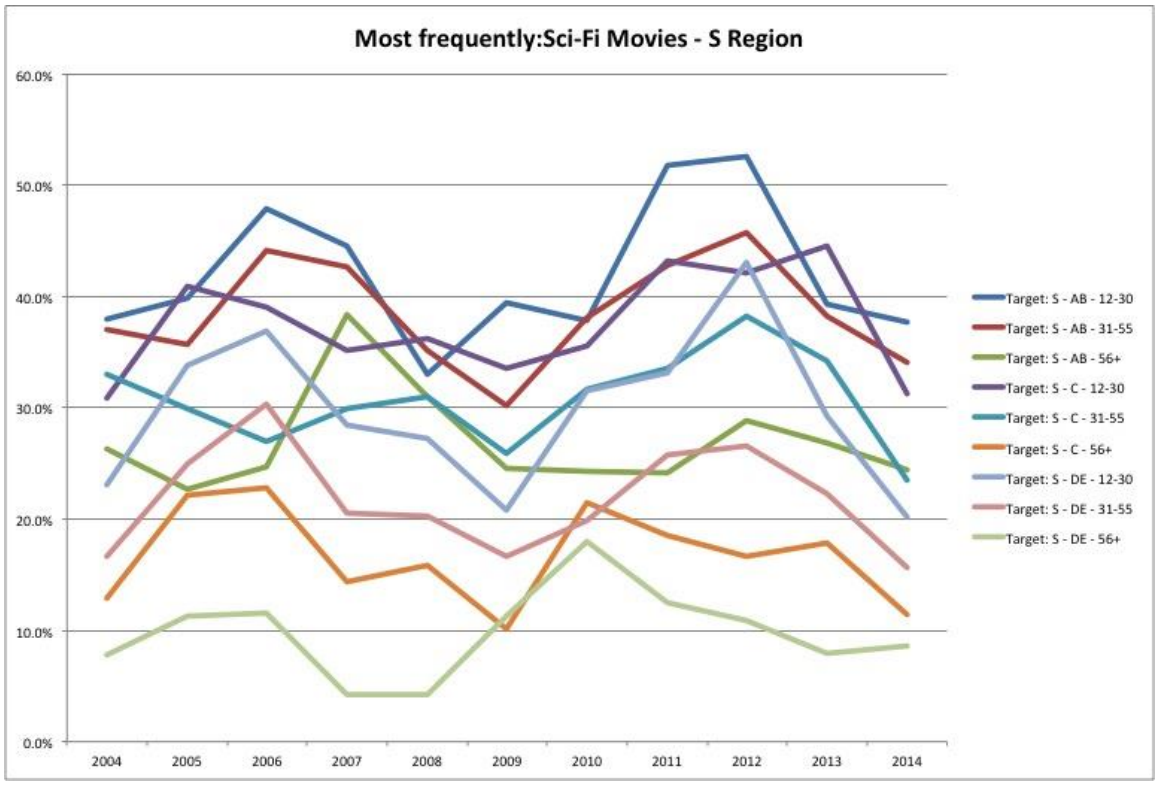


Figure 4.39 – Prefers science fiction movies in Curitiba and Porto Alegre from 2004 to 2014 by Social Class and Age Cohort. Source: TGI Latina.

The preference for science fiction in the fairly industrialized South of Brazil is similar to that of the Southeast, although there is more of a decline in this preference in the last 2-3 years than was visible in the Southeast.

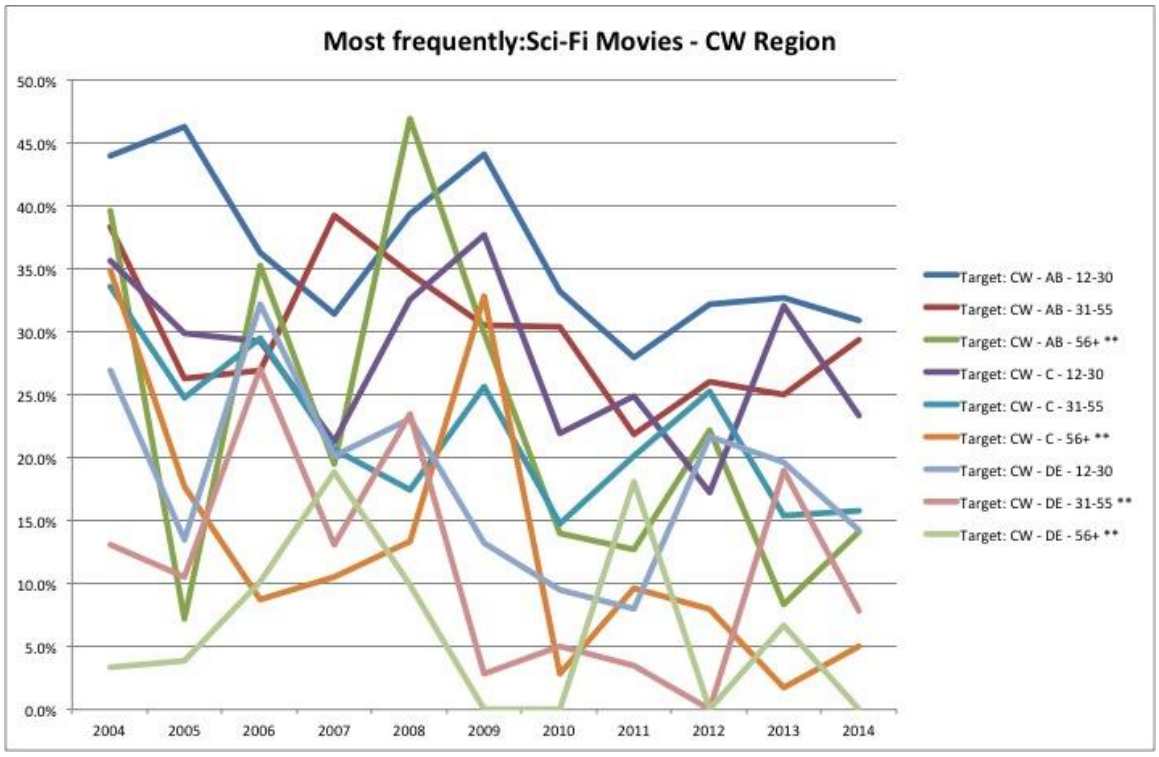


Figure 4.40 – Prefers science fiction movies in Brasilia from 2004 to 2014 by Social Class and Age Cohort. Source: TGI Latina.

The preference for science fiction in Brasilia, the political capital of Brazil, is also similar to that of the Southeast, although there is more of a steady decline in this preference since a high in 2008 and 2009 than was visible in the Southeast.

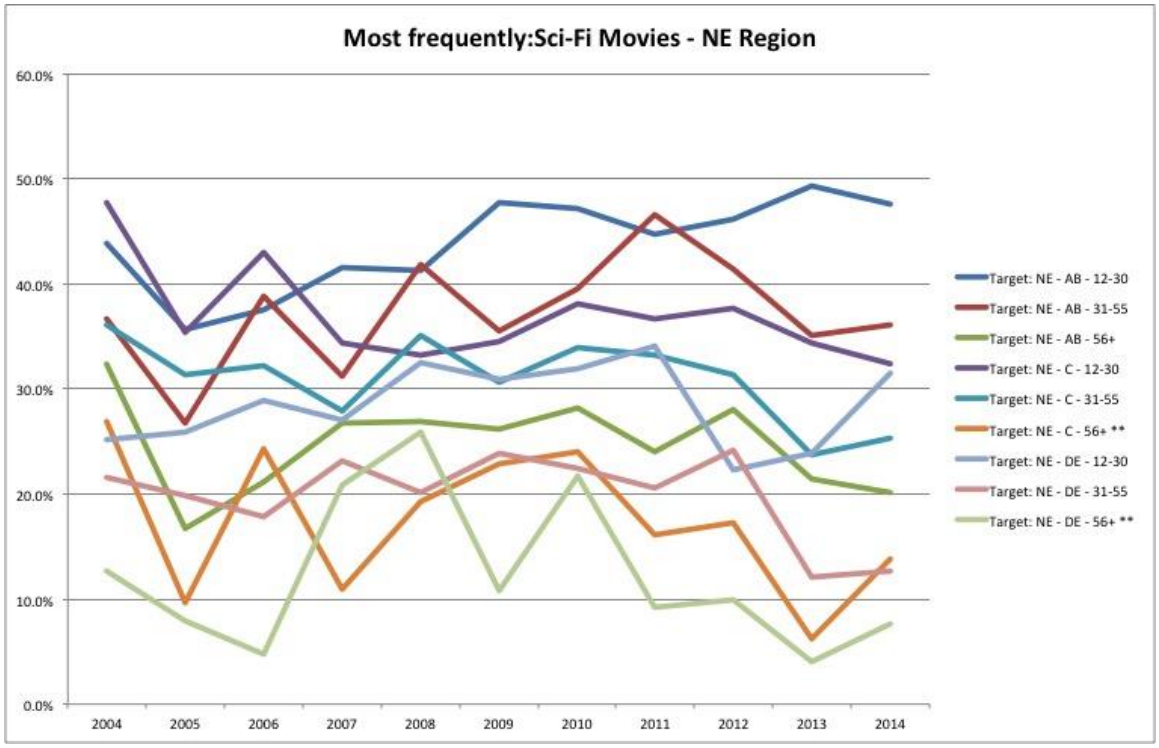


Figure 4.41 – Prefers science fiction movies in Fortaleza, Recife and Salvador from 2004 to 2014 by Social Class and Age Cohort. Source: TGI Latina.

In the less developed Northeast of Brazil, science fiction is preferred by the youngest of Class AB, then those of mid age in Class AB, then the youngest of Class C, then the youngest of Class DE, and then the oldest of Class AB, which shows that age is slightly more important than class in predicting this preference, but that class also has considerable weight. Like the Southeast of Brazil, but unlike the South and Center-west (Brasilia), this preference has remained constant in the Northeast.

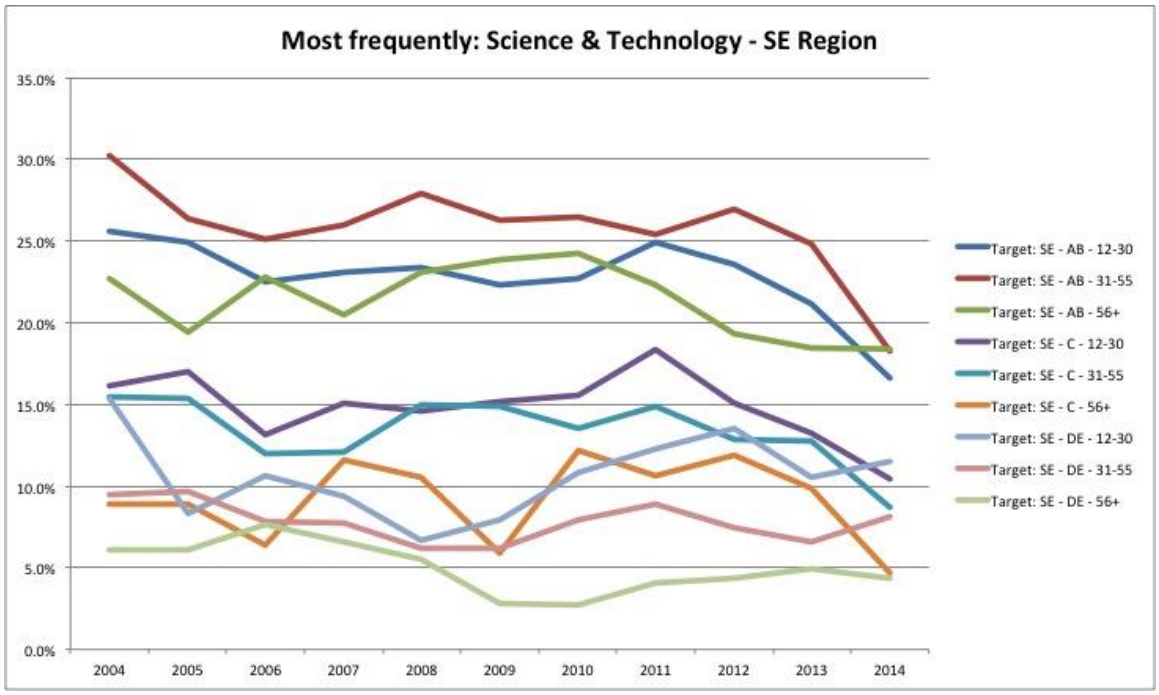


Figure 4.42 – Prefers science and technology programming in São Paulo, Rio de Janeiro and Belo Horizonte from 2004 to 2014 by Social Class and Age Cohort. Source: TGI Latina.

A preference for programming on science and technology programming seems to a pattern of age within social class. In the more industrialized, more highly educated Southeast of Brazil, this programming is most popular among those of mid-age within class AB, then the youngest, then the oldest. This would indicate that a preference for Science and Technology content is closely tied to high degrees of cultural capital.

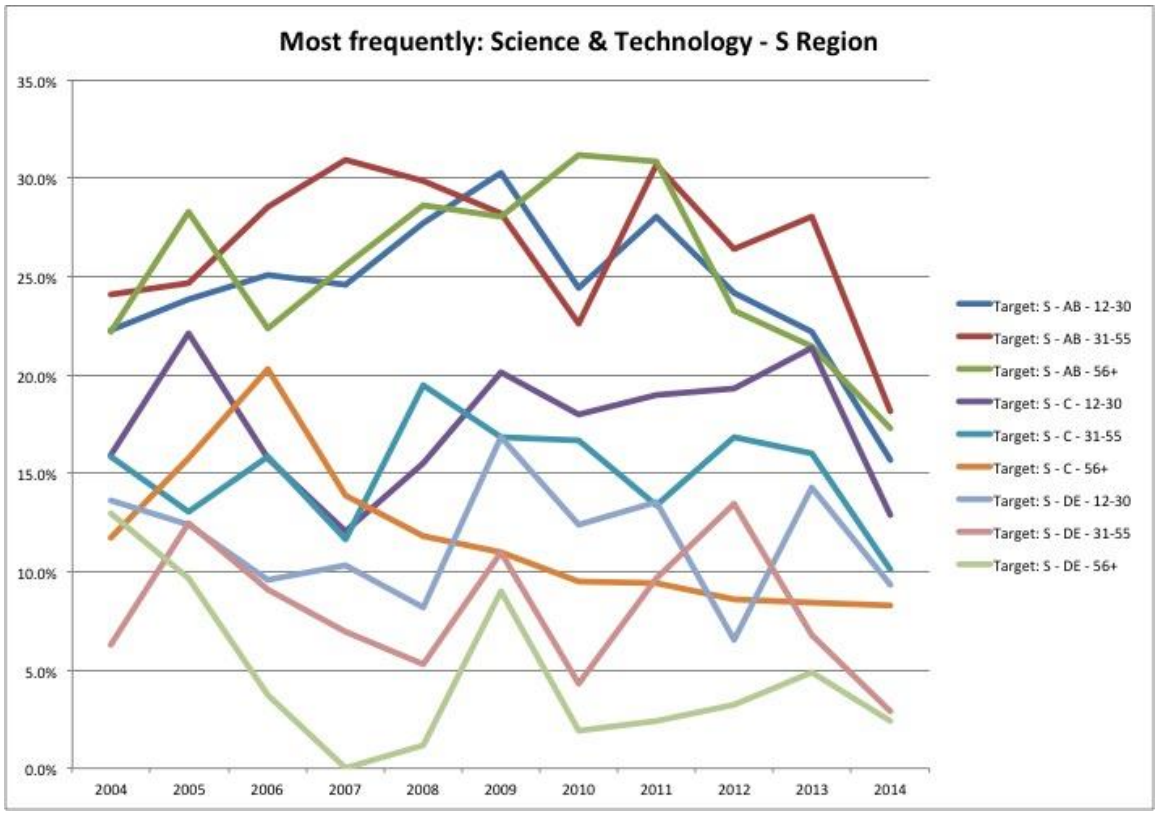


Figure 4.43 – Prefers science and technology programming in Curitiba and Porto Alegre from 2004 to 2014 by Social Class and Age Cohort. Source: TGI Latina.

Preferences for science and technology programs within the South of Brazil seem quite similar to those of the Southeast, except for a slight decline in the last 2-3 years. Additionally, the anomalous increase of Class C 12-30 from 2007 to 2013 – this may be tied to a specific program that was aired during these years that was popular among this cohort.

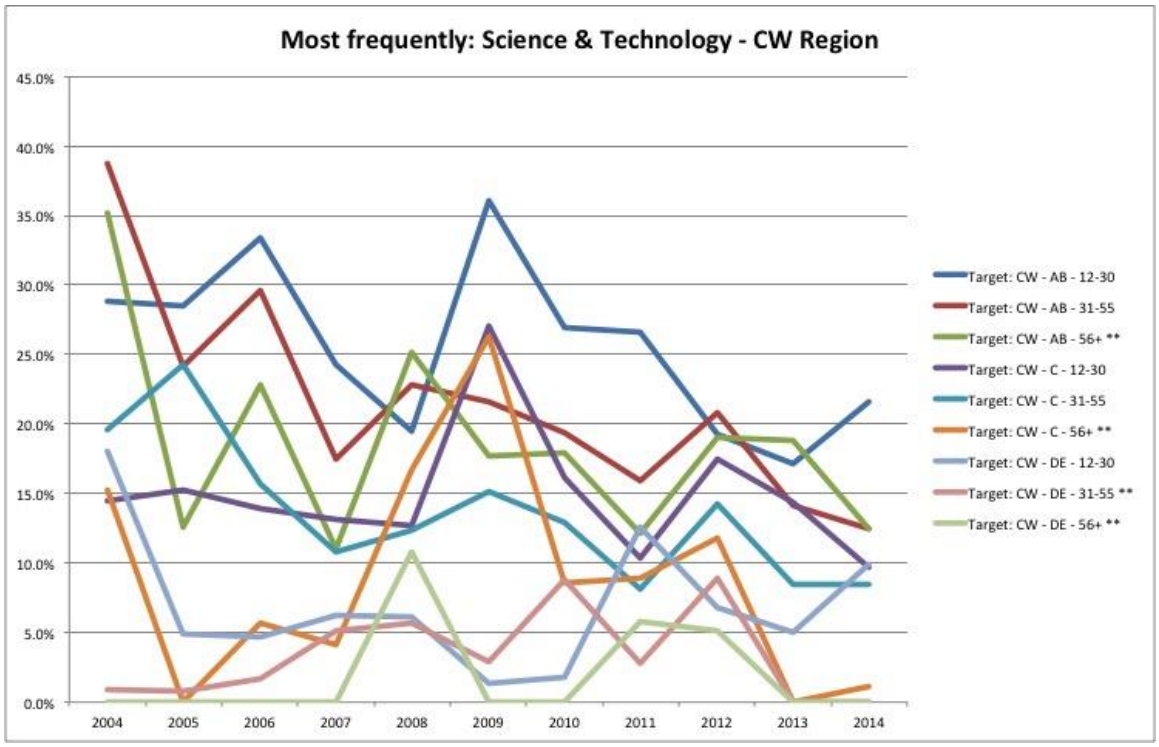


Figure 4.44 – Prefers science and technology programming in Brasilia from 2004 to 2014 by Social Class and Age Cohort. Source: TGI Latina.

Preferences for science and technology programs within Brasilia seem to have declined steadily since a peak in 2008 and 2009. This may have to do the rise in availability of other kinds of programming since then.

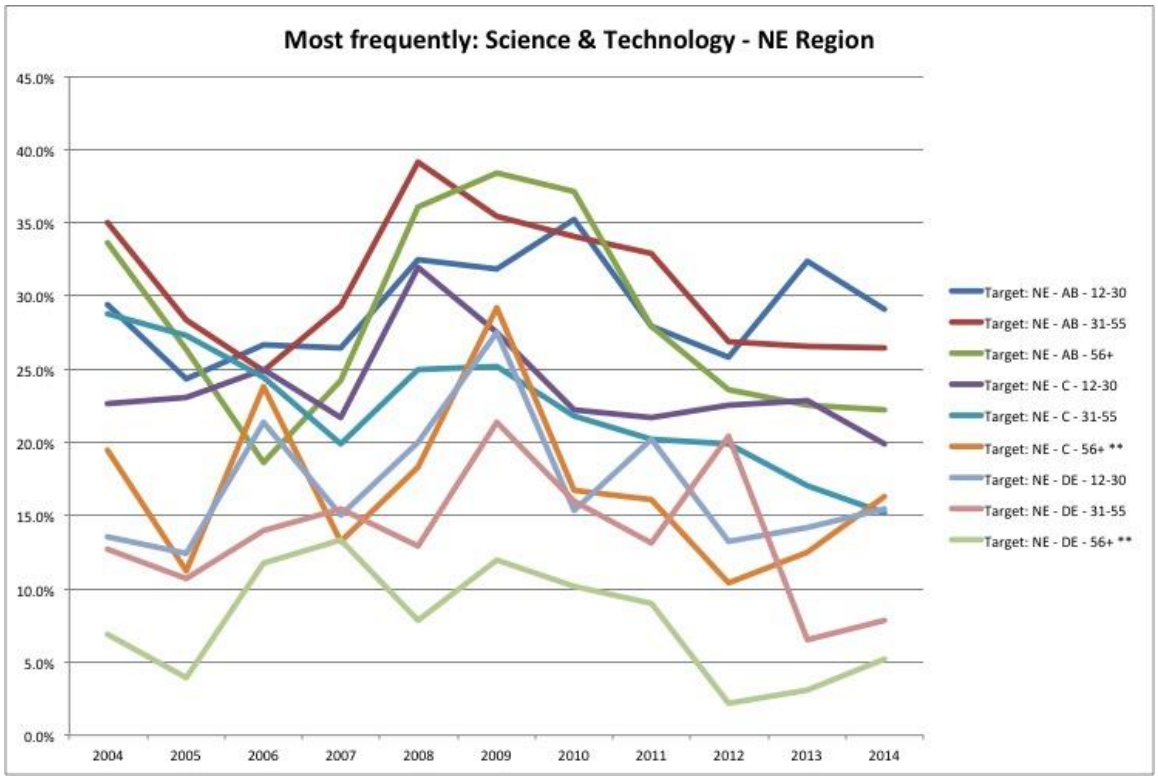


Figure 4.45 – Prefers science and technology programming in Fortaleza, Recife and Salvador from 2004 to 2014 by Social Class and Age Cohort. Source: TGI Latina.

In the less industrialized, less highly educated Northeast of Brazil, Science and Technology programming is most popular among those of mid-age within Class AB, then the youngest, and then the oldest. This is very similar to the pattern of the Southeastern region.

Cartoon Genres

In this section we will examine the cartoons variable. Since the earliest days of Brazilian television cartoons from the United States and Europe were dubbed into Portuguese, with Japan having come to have a strong position as a source of cartoons since the 1980s. One

of the peculiarities of Brazilian children's programming is Xuxa, a blond former porn star, who has hosted a show for kids and later teenager, and intermixes foreign cartoons with a variety show for kids style. Her show first aired on Rede Manchete from 1983 to 1986, when Rede Globo acquired her and her show that has been her television home ever since, although she no longer hosts a regular kids show. According to Duran (2013) 86% Brazilian children consume on average 3.7 hours of television per day.

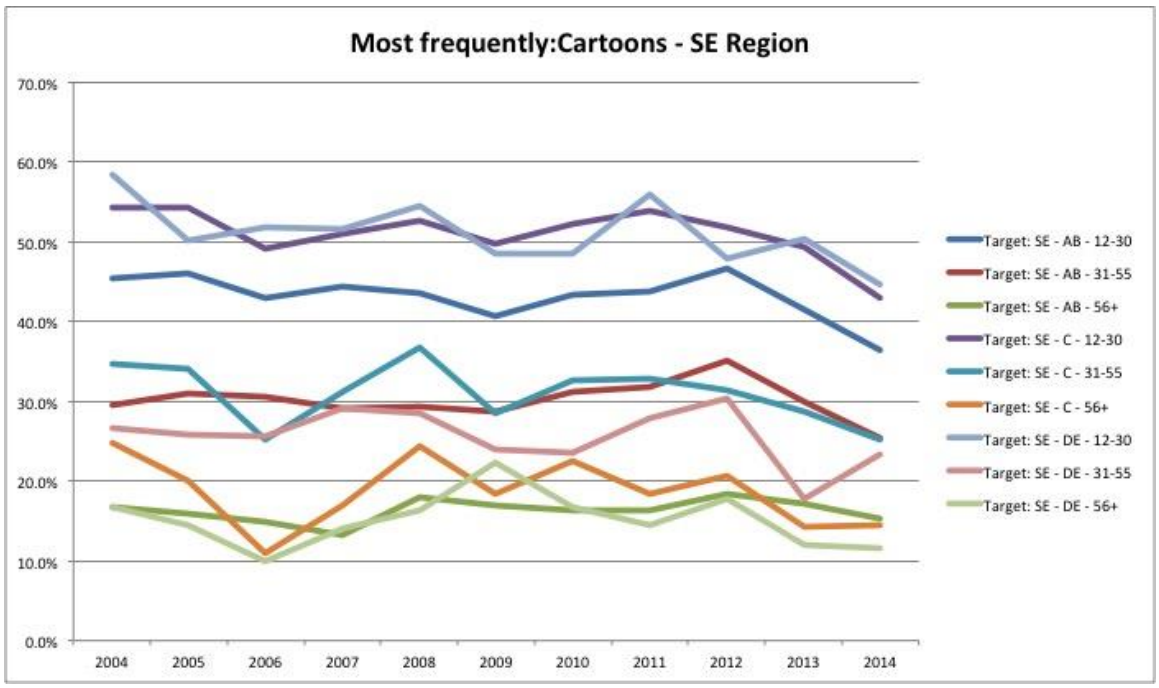


Figure 4.46 – Prefers cartoons in São Paulo, Rio de Janeiro and Belo Horizonte from 2004 to 2014 by Social Class and Age Cohort. Source: TGI Latina.

The preference for cartoons in the highly industrialized, relatively highly educated Southeast of Brazil (São Paulo, Rio de Janeiro and Belo Horizonte) seems driven by age. The highest preference is among the youngest of all three social class groups.

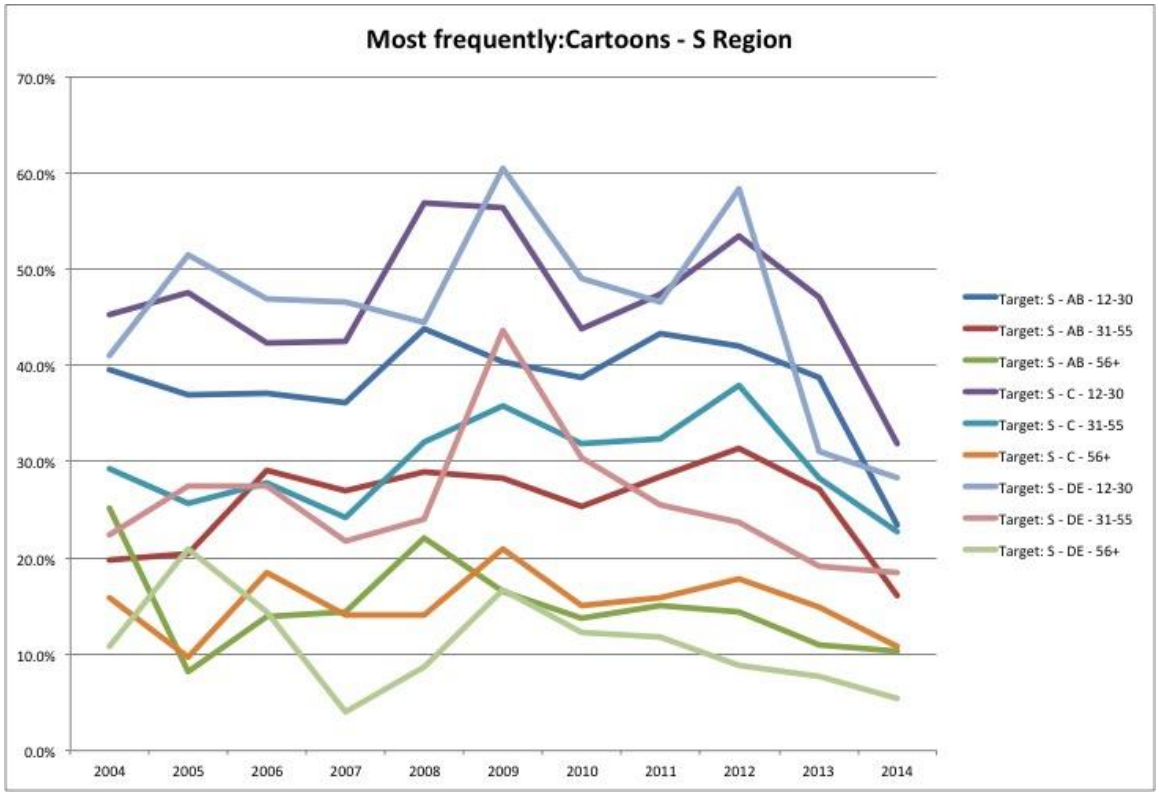


Figure 4.47 – Prefers cartoons in Curitiba and Porto Alegre from 2004 to 2014 by Social Class and Age Cohort. Source: TGI Latina.

As in the Southeast, the highest preference in the South of Brazil is among the youngest of all three social class groups. However, the preference has declined more in the South in recent years – most sharply among Class DE 12-30 from 2012 to 2014.

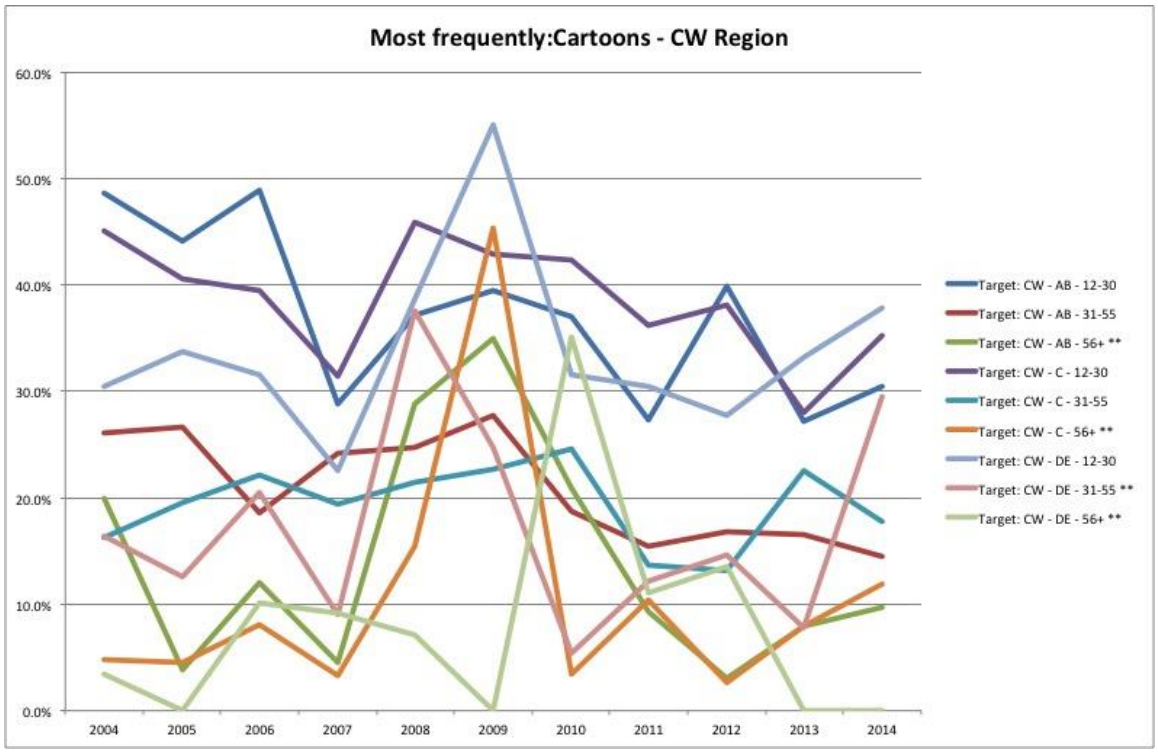


Figure 4.48 – Prefers cartoons in Brasilia from 2004 to 2014 by Social Class and Age Cohort. Source: TGI Latina.

As in the Southeast, the highest preference in Brasilia is among the youngest of all three social class groups. However, the preference peaked from 2007 to 2010. Perhaps the decreased preference can be accounted for by increased number of programming options on multichannel subscription packages.

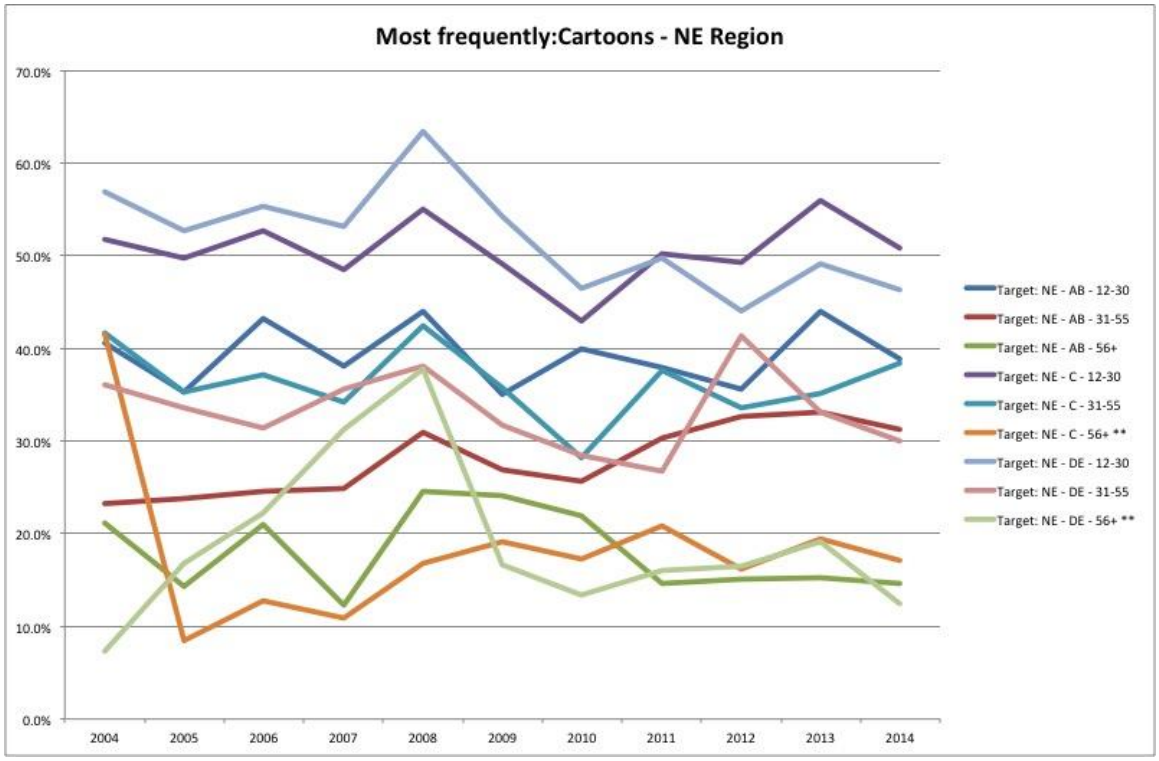


Figure 4.49 – Prefers cartoons in Fortaleza, Recife and Salvador from 2004 to 2014 by Social Class and Age Cohort. Source: TGI Latina.

The highest preference in the Northeast of Brazil is among the youngest of the lowest social class groups – Class DE 12-30 followed by Class C 12-30, followed by Class AB 12-30 – emphasizing the importance of age; however, it is peculiar that the lowest social class is the highest in the northeast. Perhaps this is because the lower class has less access to more extensive programming options.

CHAPTER 5. CONCLUSION

This dissertation has the objective of expanding the frontiers of understanding of audience research with television viewers in Brazil, given the data available for this study. In the first chapter I review the history of media and media research in Brazil, including the history of Brazilian radio and television systems, the nationalization of the telecommunications companies, Brazil as a regional powerhouse in media production, and a brief history of pay television in Brazil. In the second chapter, I present the case of two rural communities, Juara and Juina, in the western Amazonian region of Brazil, as a point of contrast to the majority of research that is focused on the major metropolitan centers of the country. In this chapter I, emphasize the importance of examining the infrastructure serving rural communities, as it frequently presents the largest barrier to those populations adopting and utilizing media and new media technologies, and I reflect of the detrimental role that political corruption has on the development process in rural communities, focusing on the case of Juara.

In chapter 3, I expand on the cultural proximity work of Joseph Straubhaar (1983; 1991) with a deeper exploration of the relationship of the Brazilian audience with preferences for subtitled versus dubbed foreign content. Importantly, this dissertation modifies the prior conclusions presented in cultural proximity theory – mainly, that the Brazilian audience should prefer content in this order: National -> Regional -> U.S.; rather, this dissertation concludes, clearly based on the data reported, that instead the Brazilian audience currently prefers content in this order: National -> U.S. -> Regional. This is an important finding as it highlights the disconnect, culturally and linguistically, between Portuguese speaking Brazil and the many Spanish speaking neighbors. A second important finding is the importance of regional differences within Brazil. In chapter 3 and chapter 4 all these data is explored from the perspective of four different regions, each composed of one or more major metropolitan areas: North (Fortaleza, Recife, and Salvador), Central-West (Brasilia), Southeast (Belo Horizonte, Rio de Janeiro, and São

Paulo), and South (Curitiba and Porto Alegre). As is displayed in great detail, for almost every variable examined, there was a great deal of variance from one region to another. This reinforces the notion that an examination of Brazil solely at a national level misses the richness and variety that is a country as large as Brazil.

In chapter 4, I examine closely the reported preferences of Brazilian audiences by genre examined by socioeconomic status level and age cohorts over a ten-year span from 2004 to 2014, as well as, preferences for national versus regional versus international television content. I frame this part of the dissertation within the cultural capital framework of Pierre Bourdieu (1986). The findings generally echo known assumptions regarding the relationship between higher cultural capital, higher social capital, and higher economic capital Brazilians having a greater affinity for international programming – with a preference for U.S. programming over European programming. Also noteworthy is the finding that linguistic capital is even more related to interest in U.S. TV programming than is general cultural capital. There is an overall shift in audience preferences away from nationally (Brazilian) produced soap operas that dominate TV Globo to a more varied viewership given the increasing number of channels available to Brazilians on subscription cable or satellite services. As Brazilians are getting richer, they are increasingly opting for subscription cable or satellite services, and in doing so their viewing habits are shifting away from traditional genres, such as soap operas and variety shows, to include a greater variety of genres including series, international series, cartoons, science and technology, and science fiction, among others. Much of this has been made possible by an increased amount of international programming being dubbed into Brazilian Portuguese. This dissertation finds that there has been a shift away from watching subtitled material – this is likely due to the increase in dubbed material.

Framing the Discussion

In the book chapter titled, "Globalization and History in Brazil: Communications, Culture, and Development Policies at a Crossroads," by the Brazilian communications

scholar César Bolaño (Guerrero and Márquez-Ramírez, 2014) recounts the discourse of Celso Furtado, one of Brazil's most important scholars on communications and culture of the last century, on the role of Brazil in the global media space. Furtado (1984) laments the possibility that a rise in mass media could result in the isolation of the popular classes and dismemberment of the Brazilian creative force. Furtado continues that the rising U.S. economy with a mass culture mechanism so endowed could result "as the principal destabilizing factor of a cultural framework based on the elite-people dichotomy," (1984: 24). Furtado continues that, in essence, rich Brazilians being exposed to rich American goods and practices would further drive a wedge between the Brazilian elite and the popular classes of Brazil. In his conclusion, Bolaño acknowledges Furtado's classic argument but questions whether or not the last 15 years of economic restructuring that shifted the somewhat poor into the middle class, and the very poor into the somewhat poor while furnishing everyone with lavish amounts of credit result in the altering of the fundamental symbolic power structure of the country. This is in line with the growth of the middle class and lower middle class discussed earlier.

I would go further in asking if the Brazilian popular classes have access to and are watching programming about non-elites in other countries, contrary to Furtado's assumption, then is that altering their habits and perhaps even their cultural capital. An interesting case to consider is in crime television – although not presented in the graphs – both Brazilian broadcast and multichannel have created shows modeled on American crime shows. This in and of itself is of minor noteworthiness; however, when Brazilians watch the Brazilian version of COPS, with the São Paulo State Military Police on A&E Brasil, and compare it to the American version of COPS, which also runs on cable, and begins to ask why their uniformed police do not interact with suspects in the same manner – then the very foundation of the symbolic power structure of the country is in the process of being altered – even it is slight, or slow.

This dissertation shows that the television infrastructure of Brazil is still limited, especially for people in remote areas like Juara and Juína, described earlier in Chapter Two. However, as the data in Chapter One shows, more and more Brazilians are getting

access to multichannel or pay television, via either satellite or cable TV. This creates the conditions for Brazilians to have more choice and could challenge the overwhelming supremacy of national television productions, which have dominated audiences until recently.

Since more and more Brazilians now have access to multichannel television, which gives them access to more programming from the Latin American region, the U.S. and Europe, they are increasingly exposed to not only Brazilian ideas reflecting national culture but also U.S. and other ideas, which may well give them ideas for comparing and critiquing Brazilian legal systems, politicians, etc. (Buonano, 2008) notes that when most people watch and prefer national television, then national identity is not threatened as anticipated in the era of the cultural imperialism critique, and that a certain amount of inflow of outside ideas is probably good for a culture to think with. For example, when protestors in Brazil wanted to critique the high handed, pushy ways of the current president, Dilma, they photo-shopped her face into pictures of Dolores Umbridge, the superficially nice but highly authoritarian woman who was temporarily in charge of Hogwarts School in the Harry Potter books (who Dilma slightly resembles). The reference to a popular imported cultural icon was a clever, widely distributed way for Brazilians to critique their own president.

Overall, Brazilians still prefer national programming, which reinforces the theory of cultural proximity at the national level. So the concept of cultural proximity clearly applies when discussing national (domestic) TV preference in opposition to foreign TV preference. However, one might expect that, given the close geographical proximity, some common historical past and somewhat close cultural ties, that regional content (TV program and films produced by other Latin American countries) would closely follow national preference, as predicted by earlier academic work on cultural proximity, noted above. However, it is U.S. TV programs, channels and films that follow the national preference in most cases. It may be that Brazil is coming to resemble Europe, where national programming is most preferred, but regional programs lag behind preferences for U.S. programs (Buonano, 2008).

Limits and Ideas for Further Research

This dissertation provides a valuable insight into audience preferences from a national sample rarely accessed by academics; however, in fact this dissertation only goes half way down the analytic path. The same agency that collects TGI Latina, IBOPE/Brasil, also collects detailed ratings data for every show on every network going back decades. So, when the audience preference data indicates a spike in 2009 for respondents in Brasilia (see figure 4.55) data exists to identify exactly which program is responsible for that spike. This would be even more interesting in terms of dubbing and subtitles – to be able to identify which shows are preferred in which language. For example, I observed one teenager in southern Brazil who would watch all her programming in Portuguese except for The Simpsons and The Family Guy. She said they sounded silly in Portuguese. At this point this researcher does not have access to this data; however, it is the logical next step in the development of this research – being able to match the trends in audience preference changes with specific programs that were aired on specific channels.

The Brazilian government agency ANCINE has a research group called the *Observatório Brasileiro do Cinema e Audiovisual* that track the quantity of international programming available on Brazilian television. Under new regulations, beginning this year, in 2015, the group will track what shows are being watched dubbed in Portuguese versus what shows are being watched subtitled. This new data would greatly enhance the work presented herein.

APPENDIX 1 – RESEARCH PROTOCOL IN MATO GROSSO

While in Juara, Mato Grosso I was given permission by the mayor and the head of the city council to observe the community's infrastructure and also was given access to limited historical records showing the past of the region. The majority of information was gathered from public documents in the city's small public library.

APPENDIX 2 – BRAZILIAN ABEP SES STATUS DOCUMENTATION

The Brazilian social economic status system of classes A, B, C, D and E are the result of a complex and evolving process managed by the Brazilian Market Research Association, or ABEP. Although specific indicators can change from year to year, the framework has remained the same for decades. The following pages explain in detail the current process for calculating these variables.

Changes in the application of the Brazilian Criteria in force as of January 1st, 2015

The methodology for the development of the new Brazilian Economic Classification Criteria (Brazilian Criteria) in force from the start of 2015 is described in book *Estratificação Socioeconômica e Consumo no Brasil*[3] authored by professors Wagner Kamakura (Rice University) and José Afonso Mazzon (FEA/USP[4]), based on IBGE's[5] Household Budget Survey[6].

The operational rule for the classification of households described below has resulted from the adaptation of the methodology proposed in that book to the operational conditions found in market research in Brazil.

Organizations using the Brazilian Criteria may report their experiences to the Brazilian Criteria (*CCEB*[1]) Committee. Such experiences will be invaluable for the Brazilian Criteria to be constantly improved.

The transformation currently effected to the Brazilian Criteria has been possible thank the generous contribution and intense dedication of the following professionals to the Committee activities:

Luis Pilli (Coordinator) – LARC Pesquisa de Marketing
Bianca Ambrósio – TNS
Bruna Suzzara – IBOPE
Marcelo Alves – Nielsen
Margareth Reis – GFK
Paula Yamakawa – IBOPE
Renata Nunes – Datafolha
Tatiana Wakaguri – IBOPE
Sandra Mazzo – IPSOS
Valéria Tassari – IPSOS

ABEP, on behalf of all its members, wishes to express its appreciation and thank those professionals for their dedication.

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[1] *Brazil Economic Classification Criteria (Brazilian Criteria/CCEB)*
[2] *Brazilian Market Research Association*
[3] *Socio-economic Stratification and Consumption in Brazil*
[4] *School of Economics, Business and Accounting of the University of São Paulo*
[5] *Brazilian Institute of Geography and Statistics*
[6] *Pesquisa de Orçamento Familiar – POF*

POINTS SYSTEM

Variables

	Number of Items				
	0	1	2	3	4 or more
Bathroom(s)	0	3	7	10	14
Domestic servant(s)s	0	3	7	10	13
Automobile(s)	0	3	5	8	11
Personal computers(s)	0	3	6	8	11
Dishwasher(s)	0	3	6	6	6
Refrigerator(s)	0	2	3	5	5
Freezer(s)	0	2	4	6	6
Washing machine(s)	0	2	4	6	6
DVD player(s)	0	1	3	4	6
Microwave oven(s)	0	2	4	4	4
Motorcycle(s)	0	1	3	3	3
Clothes dryer(s)	0	2	2	2	2

Householder education and access to public utility services

Householder's Education	
No schooling / Incomplete Elementary School	0
Elementary School Diploma / Incomplete Junior High School	1
Junior High School Diploma / Incomplete High School	2
High School Diploma / Incomplete Higher Education	4
Higher Education Degree	7

	Public Utility Services	
	No	Yes
Piped water	0	4
Paved street	0	2

SEL (Social-economic Level) Distribution

Size estimations for the updated strata pertain to Total Brazil and the results in the Macro Regions, in addition to the total of the 9 Metropolitan Regions (MRs) and the results in each RM (Porto Alegre, Curitiba, São Paulo, Rio de Janeiro, Belo Horizonte, Brasília, Salvador, Recife, and Fortaleza).

The estimations for Total Brazil and Macro Regions are based on national probabilistic studies carried out by Datafolha and IBOPE Inteligência; the estimations for the 9 Metropolitan Regions are based on data from probabilistic studies performed by GFK, IPSOS and IBOPE Media (LSE).

SEL	Brazil	Southeast	South	Northeast	Midwest	North
A	2.7%	3.3%	3.2%	1.1%	3.7%	1.5%
B1	5.0%	7.0%	6.3%	2.1%	5.7%	2.5%
B2	18.1%	22.7%	21.3%	10.2%	20.3%	11.2%
C1	22.9%	27.3%	29.0%	14.9%	22.6%	14.4%
tC2	24.6%	23.9%	24.5%	24.5%	25.9%	28.2%
D-E	26.6%	15.9%	15.6%	47.2%	21.8%	42.1%

SEL	9 MRs	POA	CWB	SP	RJ	BH	BSB	SSA	REC	FOR
A	4.3%	4.5%	6.5%	5.0%	3.1%	3.9%	10.6%	1.8%	2.7%	3.6%
B1	6.6%	7.2%	9.2%	8.1%	5.2%	5.8%	11.3%	3.5%	4.0%	4.4%
B2	20.7%	23.7%	26.5%	25.1%	18.3%	20.3%	23.2%	12.6%	12.2%	12.1%
C1	25.0%	28.4%	27.1%	27.9%	24.3%	24.7%	22.2%	21.1%	18.6%	16.7%
C2	25.0%	23.7%	21.1%	23.1%	27.4%	26.7%	18.8%	30.5%	27.3%	24.7%
D-E	18.4%	12.5%	9.6%	10.9%	21.7%	18.5%	13.9%	30.5%	35.1%	38.5%

Brazilian Criteria Thresholds

SEL	Points
A	45 - 100
B1	38 - 44
B2	29 - 37
C1	23 - 28
C2	17 - 22
D-E	0 - 16

Average Household Income Estimation for the strata in the Brazilian Criteria

Below are the monthly household income estimations for the social-economic strata. The amounts are based on Year 2013 National Household Sample Survey (PNAD[7]) and represent approximations of the amounts that may be obtained in samples for market research, media research, and opinion polls. Experience demonstrates that the variance observed in responses to the question concerning income is very high, with remarkable income overlaps across social-economic levels. Such means the income question is not an efficient estimator for social-economic levels, and does not replace or complement the questionnaire suggested below. The purpose of disclosing this information is to give an idea of the characteristics of the social-economic strata resulting from the application of the Brazilian Criteria.

Social-economic Stratum	Average Household Income
A	20,272.56
B1	8,695.88
B2	4,427.36
C1	2,409.01
C2	1,446.24
D - E	639.78
TOTAL	2,876.05

[7] *Pesquisa Nacional por Amostra Domiciliar*

ITEM COLLECTION PROCEDURES

It is important and necessary that the criteria be applied uniformly and accurately. For such, it is fundamental to fully comply with the definitions and procedures explained below.

For household appliances in general:

All items in working order in the household must be included (including items kept away, unused), regardless of how they were acquired: purchased, on loan, rented, etc. If the household has an item and has loaned it to another household, then that item shall not be counted, as it is not currently in the household. In case an item is not fully operational, it will only be included if the household intends to have it fixed or replaced within the next six months.

Bathroom

What defines a bathroom is the existence of a toilet bowl. All bathrooms, restrooms, powder rooms, etc., featuring a toilet bowl must be counted, including those in servant's quarters, facilities outside the main house, and any bathroom(s) en suite. To be included, the bathroom must serve the household exclusively. Bathrooms in common areas (that serve more than one dwelling) are not included.

Domestic Servant

Only monthly servants (i.e., regular servants, working in the household at least five days a week, whether or not living in) must be included. Do not forget to include nannies, drivers, cooks, kitchen hands, housekeepers, always considering regular servants.
N.B.: the term "*monthly*" servant concerns servants that work permanently and/or continually at the household, at least five days a week, and is unrelated to how the salary is paid – e.g., hourly, daily, weekly, monthly.

Automobile

Do not include taxicabs, vans or pick-up trucks used to provide freight services, or any vehicle used to perform professional activities. Mixed-use vehicles (used for personal and professional activities) shall not be counted either.

Personal Computer

Include all desktop computers, laptops, notebooks and netbooks. Do not include calculators, data organizers, tablets, palmtops, smartphones, and other devices.

Dishwasher

Include any machine with a dishwashing function.

Refrigerator and Freezer

In the score table, there are two independent rows to check the ownership of refrigerators and freezers, respectively. The score will be applied independently:
If there is a refrigerator in the household, the points (2) corresponding to the ownership of a refrigerator will be assigned;
If the refrigerator features a built-in freezer with an independent door, or if there is a stand-alone freezer in the household, the points (2) corresponding to the ownership of a freezer will be assigned. Thus, that household would score 4 points from the summation of those two items.

Washing Machine

Only automatic or semiautomatic washing machines should be counted. Tub washing machines are NOT included.

DVD Player

Consider a DVD Player (Digital Video Disc or Digital Versatile Disc Player) a household electronic device capable of playing media on DVDs or more modern formats, including videogames, personal computers, and notebooks. Include all portable players and those attached to personal computers.
Car DVD Players are not included.

Microwave Oven

Include microwave ovens and appliances with double function (microwave and convection/electric ovens).

Motorcycle

Do not include motorcycles used exclusively for professional activities. Only personal- and mixed-use (personal and professional) motorcycles are counted.

Clothes Dryer

Include clothes-drying appliances. There are dual-function appliances (for washing and drying). In those cases, the appliance must be counted as both a washing machine AND a clothes dryer.

Questionnaire Template suggested for application

Q.NN – I will now ask you a few questions about items in your household, for economic classification purposes. All electrical-electronic items I will mention must be in working condition, including any items that are stored. In case an item is not working, please, include it only if you intend to have it fixed or replaced within the next six months.

INSTRUCTIONS: All items must be asked by the interviewer and answered by the respondent.

Let's get started? In your household, there is(are) _____ (READ EACH ITEM)

		NUMBER IN HOUSEHOLD			
COMFORT ITEMS	DOES NOT HAVE	1	2	3	4+
Number of passenger cars exclusively for personal (i.e., not professional) use	0	3	7	10	14
Number of monthly servants, including only those who work at least five days a week	0	3	7	10	13
Number of washing machines, excluding tub washing machines	0	3	5	8	11
Number of bathrooms, restrooms, powder rooms	0	3	6	8	11
DVD Players, including any device that plays DVDs, and excluding Car DVD Players	0	3	6	6	6
Number of refrigerators	0	2	3	5	5
Number of stand-alone freezers, or freezers in two-door refrigerators	0	2	4	6	6
Number of personal computers, including desktop computers, laptops, notebooks and netbooks, and excluding tablets, palmtops or smartphones	0	2	4	6	6
Number of dishwashers	0	1	3	4	6
Number of microwave ovens	0	2	4	4	4
Number of motorcycles, not considering those used exclusively for professional activities	0	1	3	3	3
Number of clothes dryers, including washers-and-dryers	0	2	2	2	2

The water used in this household comes from...?	
1	The utility company's distribution system
2	Well or spring
3	Other

Considering the stretch of street your household is at, you would say your street is...	
1	Asphalt/Paved
2	Dirt/Gravel

What is the householder's education? Consider the "householder" to be the person making the greatest contribution to the household income.

Current Nomenclature (Portuguese)	Current Nomenclature (English)	Previous Nomenclature (Portuguese)	Previous Nomenclature (English)
Analfabeto / Fundamental I incompleto	No schooling / Incomplete Elementary School	*Analfabeto/Primário Incompleto*	No schooling / Incomplete Elementary School
Fundamental I completo / Fundamental II incompleto	Elementary School Diploma / Incomplete Junior High School	*Primário Completo/Ginásio Incompleto*	Elementary School Diploma / Incomplete Junior High School
Fundamental completo/Médio incompleto	Junior High School Diploma / Incomplete High School	*Ginásio Completo/Colegial Incompleto*	Junior High School Diploma / Incomplete High School
Médio completo/Superior incompleto	High School Diploma / Incomplete Higher Education	*Colegial Completo/Superior Incompleto*	High School Diploma / Incomplete Higher Education
Superior completo	Higher Education Degree	*Superior Completo*	Higher Education Degree

IMPORTANT REMARKS

These criteria have been devised to define broad economic classes that serve most companies' segmentation needs (per purchasing power). They cannot, nonetheless, just like any other criteria, satisfy all users under all circumstances. There certainly are many cases in which the universe to be surveyed is of persons, say, with monthly personal income above US$ 30,000. In such cases, the researcher must look to additional selection criteria other than the Brazilian Criteria (CCEB).

Another remark is that the CCEB, as their predecessors, were formulated using statistical techniques that, as it is widely known, are always based on collectivities. In a given sample of a given size we will have a given probability of correct classification, (which, we expect, will be high), as well as a probability of classification errors (which, we expect, will be low).

No statistical criteria, nonetheless, are valid for individual analyses. Often-heard statements such as *"...I know a fellow who obviously belongs to class [SEL] D, but according to the criteria is in SEL B..."* do not invalidate the criteria, which are designed to operate statistically. They do serve, however, to warn us, when working on individual or quasi-individual analyses, of behaviors and attitudes (deep interviews and group discussions, respectively). At a group discussion, a single case of misclassification may invalidate the whole group. In the case of deep interviews, the harm is even more apparent. Also, in a qualitative survey, rarely will a purely-economic class definition be satisfactory.

Therefore, it is critically important that the whole market be aware that the CCEB, or any other economic criteria, are not enough for appropriate classification in qualitative surveys. In those cases, in addition to the CCEB, the researcher must gather as much information (as possible, feasible and practicable) about the respondents, including their purchasing behaviors, preferences and interests, leisure activities and hobbies, and even personality traits.

An additional proof of the suitability of the Brazilian Economic Classification Criteria is their effectiveness in discriminating the purchasing power across the various Brazilian regions, unveiling important differences between them.

APPENDIX 3 – DATA TABLES

Table A3-1: Multichannel Penetration: Reception – Cable – SE Region

Multichannel Penetration: Reception = Cable											
	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Target: SE - AB - 12-30	34.0%	34.1%	38.6%	38.9%	42.7%	45.4%	44.9%	43.7%	43.6%	41.9%	45.9%
Target: SE - AB - 31-55	42.1%	39.3%	39.9%	43.1%	46.0%	47.6%	48.0%	52.0%	46.7%	47.5%	47.9%
Target: SE - AB - 56+	41.1%	43.8%	48.2%	51.4%	47.5%	57.4%	54.8%	54.8%	53.6%	51.8%	58.3%
Target: SE - C - 12-30	6.71%	7.11%	12.9%	12.9%	16.6%	13.7%	17.7%	17.6%	20.8%	19.3%	20.1%
Target: SE - C - 31-55	10.0%	8.55%	9.09%	13.3%	16.3%	17.8%	17.7%	19.2%	18.6%	19.1%	23.6%
Target: SE - C - 56+	7.35%	9.90%	13.8%	12.4%	18.5%	18.0%	23.5%	18.4%	18.4%	19.1%	21.1%
Target: SE - DE - 12-30	4.14%	0.81%	3.59%	4.31%	3.80%	5.72%	3.48%	2.14%	3.61%	5.50%	1.43%
Target: SE - DE - 31-55	2.02%	2.53%	3.82%	5.60%	5.64%	5.64%	8.89%	2.61%	9.48%	2.93%	4.95%
Target: SE - DE - 56+	0.58%	1.27%	3.63%	1.40%	3.64%	4.53%	3.02%	3.78%	8.10%	6.95%	6.06%

Table A3-2: Multichannel Penetration: Reception – Cable – CW Region

Multichannel Penetration: Reception = Cable											
	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Target: CW - AB - 12-30	28.8%	12.3%	18.8%	20.3%	23.1%	33.1%	45.1%	37.0%	32.1%	34.7%	38.9%
Target: CW - AB - 31-55	22.5%	28.6%	21.3%	30.8%	25.9%	27.3%	37.8%	33.5%	34.3%	32.6%	37.5%
Target: CW - AB - 56+ **	38.6%	11.6%	18.1%	37.7%	38.0%	26.3%	45.4%	33.8%	45.1%	45.4%	42.7%
Target: CW - C - 12-30	0	6.60%	0.98%	0.43%	0	4.11%	6.34%	4.21%	8.14%	5.26%	12.6%
Target: CW - C - 31-55	1.48%	0	3.32%	2.21%	0.59%	4.22%	3.26%	8.49%	13.4%	8.67%	19.5%
Target: CW - C - 56+ **	0	2.25%	0	0	3.45%	12.7%	17.6%	6.71%	4.78%	4.71%	6.05%
Target: CW - DE - 12-30	0	0	0	0	0	0	0	0	0	2.81%	3.14%
Target: CW - DE - 31-55 **	0	0	0	0	1.75%	0	0	0	3.47%	0	0
Target: CW - DE - 56+ **	0	0	0	0	0	0	0	0	0	0	0

Table A3-3: Multichannel Penetration: Reception – Cable – NE Region

Multichannel Penetration: Reception = Cable											
	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Target: NE - AB - 12-30	17.3%	23.4%	20.8%	21.0%	17.3%	15.8%	19.0%	16.7%	12.2%	7.18%	12.2%
Target: NE - AB - 31-55	13.9%	22.4%	25.2%	23.6%	15.4%	17.5%	14.3%	14.1%	9.26%	8.46%	13.3%
Target: NE - AB - 56+	18.7%	24.3%	40.2%	34.3%	24.1%	18.9%	20.1%	19.5%	15.8%	10.3%	11.4%
Target: NE - C - 12-30	2.39%	3.62%	2.31%	1.98%	1.55%	0.58%	1.28%	5.00%	1.69%	2.48%	2.06%
Target: NE - C - 31-55	2.63%	3.25%	1.96%	2.09%	1.98%	0.79%	1.90%	3.14%	2.16%	2.03%	1.36%
Target: NE - C - 56+ **	6.73%	2.03%	5.10%	10.2%	2.19%	0.61%	1.49%	2.22%	2.67%	2.08%	4.05%
Target: NE - DE - 12-30	0	0.69%	0.18%	0.56%	0.34%	0.18%	0.75%	1.51%	0.38%	0	1.14%
Target: NE - DE - 31-55	0	0	0	0.26%	0.19%	0.29%	0.32%	1.03%	1.32%	2.37%	0.82%
Target: NE - DE - 56+ **	0	0	0	0	0	0	0	0.51%	3.03%	4.23%	0.35%

Table A3-4: Multichannel Penetration: Reception – Cable – S Region

Multichannel Penetration: Reception = Cable											
	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Target: S - AB - 12-30	33.0%	29.6%	30.7%	32.8%	34.7%	37.9%	37.0%	38.8%	33.2%	29.7%	23.1%
Target: S - AB - 31-55	33.3%	35.8%	32.4%	35.8%	36.8%	38.2%	38.0%	40.3%	37.3%	36.0%	34.1%
Target: S - AB - 56+	44.3%	45.6%	47.1%	49.6%	50.0%	45.7%	40.1%	50.3%	43.5%	42.4%	42.3%
Target: S - C - 12-30	3.48%	3.17%	2.50%	5.22%	5.67%	8.78%	10.1%	9.13%	12.3%	11.0%	11.4%
Target: S - C - 31-55	2.90%	1.86%	1.54%	5.25%	6.22%	8.03%	9.11%	11.3%	9.22%	10.9%	7.43%
Target: S - C - 56+	7.40%	5.35%	3.38%	5.71%	6.81%	5.57%	13.2%	13.0%	11.6%	13.4%	12.5%
Target: S - DE - 12-30	0.75%	0	1.39%	2.03%	2.36%	3.65%	0	0	3.86%	3.29%	5.19%
Target: S - DE - 31-55	0	0	0.95%	0	0.67%	0	3.27%	4.91%	1.97%	0	6.20%
Target: S - DE - 56+	0	1.27%	0	0	0	0	3.12%	0.89%	3.54%	0	0.72%

Table A3-5: Multichannel Penetration: Reception – Satellite – SE Region

	Multichannel Penetration: Reception = Satellite/Parabolic/Digital										
	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Target: SE - AB - 12-30	3.59%	4.45%	5.66%	6.24%	6.17%	7.53%	11.9%	16.3%	24.8%	29.7%	26.8%
Target: SE - AB - 31-55	4.56%	6.25%	5.30%	6.27%	5.00%	9.19%	10.5%	15.1%	23.1%	27.0%	25.6%
Target: SE - AB - 56+	2.63%	6.24%	1.92%	5.69%	5.10%	7.78%	8.78%	11.4%	17.9%	21.9%	21.3%
Target: SE - C - 12-30	1.53%	1.16%	1.73%	0.67%	2.47%	3.63%	4.51%	11.3%	16.2%	20.9%	24.7%
Target: SE - C - 31-55	1.58%	0.98%	1.92%	0.93%	1.61%	2.58%	4.43%	9.94%	17.5%	22.2%	24.3%
Target: SE - C - 56+	1.06%	2.73%	3.30%	0.93%	2.58%	2.18%	1.90%	8.23%	13.7%	19.8%	20.9%
Target: SE - DE - 12-30	0	0	0.84%	0	0	0.47%	3.27%	2.21%	13.4%	14.5%	13.8%
Target: SE - DE - 31-55	0.08%	0	0	0	0.14%	0.64%	1.29%	1.92%	4.29%	10.5%	8.71%
Target: SE - DE - 56+	1.84%	0	0.21%	0	0	0.83%	0	2.05%	4.33%	8.14%	6.18%

Table A3-6: Multichannel Penetration: Reception – Satellite – CW Region

	Multichannel Penetration: Reception = Satellite/Parabolic/Digital										
	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Target: CW - AB - 12-30	1.93%	3.94%	4.59%	3.35%	5.76%	10.7%	9.44%	15.6%	28.7%	26.9%	33.1%
Target: CW - AB - 31-55	10.4%	13.4%	7.52%	6.93%	7.91%	9.34%	16.7%	18.3%	21.4%	35.0%	37.6%
Target: CW - AB - 56+ **	1.65%	12.3%	4.52%	13.1%	23.6%	10.3%	10.1%	13.5%	21.0%	30.7%	31.8%
Target: CW - C - 12-30	0	0	0	1.16%	0	1.13%	2.50%	5.46%	16.0%	30.6%	25.2%
Target: CW - C - 31-55	0	0	0	0.32%	1.48%	4.10%	0	9.47%	13.3%	17.1%	23.4%
Target: CW - C - 56+ **	0	0	3.49%	0	0	0	0	0	14.5%	16.1%	12.0%
Target: CW - DE - 12-30	0	2.78%	0	0	0	0	0	0	2.93%	0	0
Target: CW - DE - 31-55 **	0	0	0	0	0	0	0	0	9.44%	7.68%	1.61%
Target: CW - DE - 56+ **	0	0	0	0	0	0	0	0	13.5%	0	0

Table A3-7: Multichannel Penetration: Reception – Satellite – NE Region

	Multichannel Penetration: Reception = Satellite/Parabolic/Digital										
	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Target: NE - AB - 12-30	12.8%	13.4%	9.65%	11.0%	13.7%	15.8%	22.5%	32.6%	38.7%	52.8%	49.5%
Target: NE - AB - 31-55	12.7%	11.9%	11.8%	13.0%	16.4%	14.8%	21.8%	37.5%	44.2%	52.5%	50.2%
Target: NE - AB - 56+	13.2%	12.4%	13.8%	11.6%	15.4%	11.7%	18.8%	33.3%	35.5%	52.0%	50.9%
Target: NE - C - 12-30	1.63%	1.53%	1.03%	0.75%	1.02%	0.80%	3.95%	8.03%	12.6%	23.8%	26.6%
Target: NE - C - 31-55	3.24%	0.93%	0.80%	0.65%	2.03%	2.28%	3.14%	12.9%	13.1%	27.3%	23.7%
Target: NE - C - 56+ **	1.31%	1.77%	1.42%	0.70%	0.45%	0.51%	1.37%	8.69%	12.1%	18.1%	21.5%
Target: NE - DE - 12-30	0	0	0	0	0	0	0.27%	1.57%	5.11%	10.4%	13.5%
Target: NE - DE - 31-55	0	0	0	0	0	0.22%	0.29%	0.29%	3.84%	5.37%	14.0%
Target: NE - DE - 56+ **	0	0	0	0.41%	0	0	0	0	6.33%	6.94%	3.92%

Table A3-8: Multichannel Penetration: Reception – Satellite – S Region

Multichannel Penetration: Reception = Satellite/Parabolic/Digital											
	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Target: S - AB - 12-30	2.52%	2.97%	6.38%	4.27%	5.31%	8.33%	5.25%	12.0%	18.1%	29.2%	44.1%
Target: S - AB - 31-55	4.24%	4.08%	5.13%	7.40%	7.76%	6.83%	7.93%	11.6%	21.3%	27.3%	33.5%
Target: S - AB - 56+	2.86%	1.42%	7.75%	6.07%	5.77%	6.12%	4.47%	10.8%	14.9%	18.2%	26.0%
Target: S - C - 12-30	0.23%	0.13%	1.44%	0	0.64%	2.02%	3.34%	4.34%	15.9%	23.2%	21.7%
Target: S - C - 31-55	0.31%	0.38%	0.41%	0.66%	0.80%	1.24%	2.47%	10.4%	11.8%	19.6%	24.4%
Target: S - C - 56+	0.48%	1.15%	0	1.14%	0.54%	1.83%	2.00%	5.87%	8.58%	10.2%	12.9%
Target: S - DE - 12-30	0	0	0	0	0	0	0	0.43%	2.39%	18.5%	17.3%
Target: S - DE - 31-55	0	0.49%	0.34%	0	0	0	0.87%	0	3.50%	6.16%	15.4%
Target: S - DE - 56+	0	0	0	0	0	0	0	0.62%	2.67%	1.88%	9.26%

Table A3-9: Spanish Preference – SE Region

Most frequently: Spanish											
	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Target: SE - AB - 12-30	3.84%	5.13%	4.56%	3.90%	2.65%	1.39%	2.93%	3.13%	1.75%	3.69%	1.34%
Target: SE - AB - 31-55	5.18%	5.51%	6.51%	5.57%	3.42%	3.53%	3.58%	2.93%	2.30%	3.28%	2.34%
Target: SE - AB - 56+	5.23%	3.78%	8.35%	7.54%	2.79%	3.03%	3.10%	2.90%	2.07%	2.18%	3.30%
Target: SE - C - 12-30	1.38%	0.61%	1.58%	1.71%	0.39%	0.68%	1.06%	1.09%	0.67%	0.61%	0.93%
Target: SE - C - 31-55	1.51%	0.57%	0.83%	1.06%	0.21%	0.41%	0.92%	0.15%	0.40%	0.37%	0.70%
Target: SE - C - 56+	0.88%	0.57%	2.64%	1.35%	0.42%	-	0.41%	0.55%	0.26%	0.39%	0.06%
Target: SE - DE - 12-30	0.29%	-	-	-	1.02%	0.47%	-	-	-	0.54%	-
Target: SE - DE - 31-55	0.11%	-	0.27%	-	-	-	-	-	-	-	-
Target: SE - DE - 56+	1.84%	-	-	-	-	-	-	-	-	-	-

Table A3-10: Spanish Preference – CW Region

Most frequently: Spanish											
	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Target: CW - AB - 12-30	11.8%	-	0.32%	6.68%	2.07%	4.77%	5.17%	1.54%	1.25%	0.49%	1.44%
Target: CW - AB - 31-55	4.89%	5.73%	5.06%	4.32%	3.95%	3.16%	7.98%	-	1.37%	2.52%	2.61%
Target: CW - AB - 56+ **	2.99%	-	14.2%	1.95%	13.0%	1.75%	6.81%	1.43%	1.32%	3.16%	-
Target: CW - C - 12-30	0.48%	-	-	3.05%	-	0.74%	0.34%	-	-	-	0.91%
Target: CW - C - 31-55	-	-	-	1.36%	-	-	-	-	-	-	-
Target: CW - C - 56+ **											
Target: CW - DE - 12-30											
Target: CW - DE - 31-55 **											
Target: CW - DE - 56+ **											

Table A3-10: Spanish Preference – NE Region

Most frequently: Spanish											
	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Target: NE - AB - 12-30	5.05%	5.96%	4.44%	4.24%	11.7%	6.61%	4.85%	4.05%	2.64%	3.57%	3.00%
Target: NE - AB - 31-55	3.46%	5.87%	3.49%	4.25%	8.08%	7.32%	3.92%	5.76%	4.30%	2.96%	1.83%
Target: NE - AB - 56+	3.42%	3.90%	6.94%	6.84%	6.48%	4.01%	3.60%	3.60%	5.23%	2.24%	2.68%
Target: NE - C - 12-30	1.44%	1.54%	0.35%	0.43%	2.24%	1.05%	1.07%	2.09%	2.23%	1.44%	0.33%
Target: NE - C - 31-55	1.00%	1.34%	0.19%	0.56%	0.67%	0.28%	1.31%	1.17%	1.64%	1.04%	0.15%
Target: NE - C - 56+ **	-	0.59%	3.10%	-	0.73%	0.14%	0.44%	-	0.29%	0.51%	0.32%
Target: NE - DE - 12-30	0.26%	1.98%	0.03%	-	2.19%	-	0.29%	-	-	0.87%	0.77%
Target: NE - DE - 31-55	-	-	-	-	-	-	0.38%	-	-	-	-
Target: NE - DE - 56+ **											

Table A3-11: Spanish Preference – S Region

Most frequently: Spanish											
	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Target: S - AB - 12-30	6.13%	3.96%	6.21%	7.76%	7.86%	4.25%	4.48%	5.58%	2.80%	1.81%	2.70%
Target: S - AB - 31-55	7.06%	6.80%	6.35%	7.91%	8.57%	4.30%	4.91%	6.82%	3.16%	3.07%	2.36%
Target: S - AB - 56+	6.67%	9.28%	11.0%	14.7%	8.15%	6.95%	5.86%	5.94%	3.37%	2.88%	3.57%
Target: S - C - 12-30	1.61%	1.51%	1.38%	1.37%	1.91%	1.76%	1.75%	1.83%	0.64%	1.41%	0.38%
Target: S - C - 31-55	1.22%	1.15%	0.84%	1.99%	1.83%	1.61%	0.93%	0.95%	1.22%	0.94%	0.12%
Target: S - C - 56+	1.21%	0.84%	-	1.27%	3.35%	0.55%	0.55%	0.23%	0.51%	0.83%	-
Target: S - DE - 12-30	1.20%	1.21%	-	-	0.47%	-	-	-	-	-	-
Target: S - DE - 31-55	-	0.71%	0.41%	1.37%	1.52%	-	-	-	0.97%	-	-
Target: S - DE - 56+	-	1.27%	-	-	-	-	-	-	-	-	-

Table A3-12: English Preference – SE Region

Most frequently:English											
	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Target: SE - AB - 12-30	13.2%	14.0%	17.1%	15.1%	10.8%	10.3%	13.7%	10.4%	9.98%	13.3%	10.6%
Target: SE - AB - 31-55	14.9%	11.4%	13.2%	12.3%	7.04%	9.26%	9.22%	8.80%	6.66%	9.05%	6.21%
Target: SE - AB - 56+	7.67%	6.14%	10.5%	7.92%	5.90%	6.99%	6.68%	5.51%	4.68%	5.81%	5.32%
Target: SE - C - 12-30	3.66%	2.28%	4.78%	2.56%	2.04%	1.54%	2.04%	2.80%	2.95%	2.68%	3.53%
Target: SE - C - 31-55	1.60%	0.86%	1.17%	0.84%	0.44%	0.98%	0.84%	1.23%	0.33%	1.15%	1.26%
Target: SE - C - 56+	0.84%	-	-	1.44%	0.86%	0.24%	0.22%	0.37%	0.31%	0.63%	0.12%
Target: SE - DE - 12-30	1.22%	0.39%	1.11%	0.51%	-	-	-	-	-	-	2.06%
Target: SE - DE - 31-55	0.45%	-	0.31%	-	-	-	0.34%	-	-	-	-
Target: SE - DE - 56+	1.84%	-	-	-	-	-	-	-	0.63%	-	-

Table A3-13: English Preference – CW Region

Most frequently:English											
	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Target: CW - AB - 12-30	25.6%	11.2%	9.81%	10.9%	2.52%	14.4%	14.1%	6.66%	11.4%	22.2%	14.7%
Target: CW - AB - 31-55	22.1%	11.5%	15.4%	5.92%	6.32%	5.92%	12.1%	1.92%	4.97%	8.20%	4.54%
Target: CW - AB - 56+ **	3.19%	3.01%	10.3%	5.05%	23.1%	9.50%	7.43%	1.43%	3.61%	3.38%	2.24%
Target: CW - C - 12-30	2.04%	2.86%	-	3.05%	-	2.89%	1.22%	1.21%	-	2.10%	0.91%
Target: CW - C - 31-55	0.23%	-	-	1.19%	0.41%	1.92%	-	0.82%	-	0.58%	-
Target: CW - C - 56+ **	16.1%	-	-	-	-	-	-	-	-	-	-
Target: CW - DE - 12-30											
Target: CW - DE - 31-55 **											
Target: CW - DE - 56+ **											

Table A3-14: English Preference – NE Region

Most frequently:English											
	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Target: NE - AB - 12-30	18.2%	12.0%	9.58%	14.7%	20.4%	15.0%	14.1%	14.4%	16.5%	13.7%	7.43%
Target: NE - AB - 31-55	7.17%	6.79%	5.40%	7.51%	7.70%	10.4%	6.26%	7.24%	7.81%	6.39%	4.88%
Target: NE - AB - 56+	1.35%	3.19%	5.06%	4.61%	6.87%	3.18%	4.12%	3.60%	4.69%	3.99%	1.34%
Target: NE - C - 12-30	3.06%	4.84%	2.63%	2.00%	3.92%	2.17%	1.77%	1.67%	2.47%	2.42%	1.98%
Target: NE - C - 31-55	2.10%	1.64%	1.62%	0.58%	0.88%	0.21%	1.98%	1.46%	0.78%	2.54%	-
Target: NE - C - 56+ **	-	-	2.07%	-	2.01%	-	0.44%	1.13%	-	-	0.85%
Target: NE - DE - 12-30	1.65%	0.90%	0.56%	1.06%	-	-	0.45%	-	1.49%	0.87%	-
Target: NE - DE - 31-55	1.18%	-	-	-	-	-	-	-	-	-	-
Target: NE - DE - 56+ **	-	-	-	-	-	3.02%	-	-	-	-	-

Table A3-14: English Preference – S Region

Most frequently:English											
	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Target: S - AB - 12-30	17.1%	15.7%	15.4%	13.3%	18.4%	17.3%	16.2%	13.0%	10.5%	12.8%	9.92%
Target: S - AB - 31-55	12.0%	10.3%	7.73%	11.7%	9.97%	8.10%	9.40%	10.2%	6.46%	7.71%	6.60%
Target: S - AB - 56+	6.35%	5.92%	9.41%	6.61%	9.20%	7.81%	7.47%	6.23%	3.24%	3.02%	6.25%
Target: S - C - 12-30	4.14%	3.92%	3.39%	2.04%	4.11%	4.97%	5.42%	2.76%	3.48%	5.05%	1.50%
Target: S - C - 31-55	1.58%	1.32%	0.47%	1.23%	2.05%	0.39%	1.26%	0.92%	0.86%	0.58%	0.22%
Target: S - C - 56+	-	0.72%	-	-	1.16%	-	-	0.41%	-	-	-
Target: S - DE - 12-30	1.86%	-	-	0.85%	1.66%	1.69%	0.87%	-	-	-	-
Target: S - DE - 31-55	0.97%	0.49%	0.21%	-	-	-	1.21%	-	-	-	-
Target: S - DE - 56+											

Table A3-15: Programs/Films - USA Preference – SE Region

Viewing Interest - Top 2 - 4 & 5:Programs/Films - USA											
	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Target: SE - AB - 12-30	62.6%	64.3%	70.9%	74.2%	69.1%	75.0%	73.7%	74.4%	76.3%	73.8%	68.5%
Target: SE - AB - 31-55	55.5%	51.7%	57.9%	64.2%	61.1%	65.9%	64.8%	63.2%	62.2%	60.9%	57.2%
Target: SE - AB - 56+	39.4%	41.4%	44.4%	55.4%	49.2%	55.2%	55.2%	53.3%	53.1%	49.3%	48.8%
Target: SE - C - 12-30	57.6%	59.4%	66.7%	66.1%	63.0%	70.8%	70.3%	67.4%	69.7%	64.8%	57.0%
Target: SE - C - 31-55	43.7%	47.4%	50.9%	51.3%	52.7%	55.5%	58.5%	52.4%	54.3%	49.3%	46.1%
Target: SE - C - 56+	28.8%	32.0%	34.6%	38.2%	31.3%	34.9%	41.4%	30.6%	37.1%	31.6%	28.5%
Target: SE - DE - 12-30	48.3%	46.2%	55.3%	50.1%	53.1%	52.2%	61.1%	55.0%	53.6%	50.9%	48.0%
Target: SE - DE - 31-55	30.2%	34.8%	39.3%	34.5%	38.2%	39.7%	43.1%	30.4%	46.1%	43.4%	39.1%
Target: SE - DE - 56+	21.3%	17.8%	17.2%	29.5%	19.4%	19.2%	31.3%	20.8%	24.4%	20.8%	26.4%

Table A3-16: Programs/Films - USA Preference – CW Region

Viewing Interest - Top 2 - 4 & 5:Programs/Films - USA											
	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Target: CW - AB - 12-30	65.1%	63.9%	59.0%	48.4%	79.8%	63.5%	63.4%	76.5%	78.5%	81.1%	83.1%
Target: CW - AB - 31-55	35.7%	39.2%	43.4%	42.4%	65.3%	47.9%	53.3%	63.5%	66.9%	77.5%	83.6%
Target: CW - AB - 56+ **	46.7%	30.9%	47.0%	46.8%	60.0%	33.1%	52.4%	56.2%	49.0%	65.1%	66.8%
Target: CW - C - 12-30	55.8%	55.4%	54.9%	48.2%	70.5%	55.4%	68.4%	68.8%	62.0%	79.4%	76.5%
Target: CW - C - 31-55	34.6%	35.2%	50.2%	43.2%	52.6%	42.4%	51.4%	59.8%	53.1%	69.8%	71.7%
Target: CW - C - 56+ **	15.3%	39.3%	9.00%	59.4%	46.5%	51.8%	42.1%	48.8%	22.6%	41.3%	42.5%
Target: CW - DE - 12-30	47.6%	51.3%	43.9%	46.3%	61.4%	45.0%	56.5%	61.9%	44.3%	65.3%	69.3%
Target: CW - DE - 31-55 **	23.9%	41.9%	27.8%	42.4%	59.9%	25.8%	51.2%	40.2%	43.0%	63.1%	50.5%
Target: CW - DE - 56+ **	19.3%	-	8.35%	9.67%	52.8%	-	43.2%	31.0%	15.1%	20.0%	17.6%

Table A3-17: Programs/Films - USA Preference – NE Region

Viewing Interest - Top 2 - 4 & 5:Programs/Films - USA											
	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Target: NE - AB - 12-30	62.3%	61.1%	62.5%	69.9%	66.3%	72.0%	72.2%	69.8%	69.7%	68.4%	63.0%
Target: NE - AB - 31-55	52.5%	53.3%	56.4%	55.3%	51.9%	60.3%	56.8%	52.6%	56.2%	55.3%	52.8%
Target: NE - AB - 56+	49.4%	44.0%	51.8%	44.9%	37.9%	48.6%	46.3%	36.9%	39.5%	38.7%	34.5%
Target: NE - C - 12-30	52.4%	67.0%	58.2%	64.6%	53.6%	61.5%	66.3%	57.4%	62.7%	62.0%	59.0%
Target: NE - C - 31-55	48.5%	61.5%	49.8%	53.3%	45.4%	60.8%	55.7%	49.4%	48.2%	47.8%	45.2%
Target: NE - C - 56+ **	33.7%	42.5%	35.9%	42.1%	33.1%	40.3%	45.7%	30.2%	31.0%	25.0%	33.0%
Target: NE - DE - 12-30	47.1%	61.6%	55.1%	52.3%	63.9%	57.4%	47.1%	52.6%	56.3%	51.1%	39.5%
Target: NE - DE - 31-55	38.2%	42.5%	37.5%	43.2%	49.8%	47.2%	44.9%	39.3%	43.9%	43.4%	48.9%
Target: NE - DE - 56+ **	26.2%	31.4%	28.5%	40.8%	34.2%	23.1%	32.0%	19.0%	24.0%	15.4%	19.4%

Table A3-18: Programs/Films - USA Preference – S Region

Viewing Interest - Top 2 - 4 & 5:Programs/Films - USA											
	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Target: S - AB - 12-30	57.6%	54.5%	65.3%	63.3%	64.3%	67.0%	53.8%	59.7%	68.9%	68.4%	68.7%
Target: S - AB - 31-55	38.8%	38.7%	50.0%	62.5%	51.0%	44.3%	40.7%	45.4%	56.6%	56.4%	56.8%
Target: S - AB - 56+	34.1%	29.8%	50.6%	50.3%	46.6%	39.6%	31.9%	31.5%	44.6%	41.7%	48.1%
Target: S - C - 12-30	48.4%	48.3%	57.1%	67.8%	52.3%	52.4%	48.9%	51.1%	64.1%	55.1%	59.6%
Target: S - C - 31-55	34.7%	35.8%	39.9%	48.0%	40.7%	40.0%	35.1%	35.8%	50.0%	49.2%	46.0%
Target: S - C - 56+	23.7%	20.9%	37.5%	33.9%	33.0%	29.3%	26.6%	26.7%	29.2%	23.7%	31.6%
Target: S - DE - 12-30	37.4%	40.1%	43.6%	48.9%	41.4%	50.6%	36.5%	26.2%	62.0%	39.0%	44.3%
Target: S - DE - 31-55	22.4%	24.9%	36.6%	40.1%	28.4%	30.2%	31.1%	29.0%	32.4%	33.1%	42.7%
Target: S - DE - 56+	16.9%	21.7%	20.0%	19.7%	15.9%	32.5%	9.76%	19.4%	25.5%	20.1%	29.7%

Table A3-19: Programs/Films - Domestic Preference – SE Region

Viewing Interest - Top 2 - 4 & 5:Programs/Films - Domestic											
	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Target: SE - AB - 12-30	63.4%	60.2%	66.7%	67.7%	68.5%	66.0%	64.3%	62.2%	63.4%	61.2%	52.3%
Target: SE - AB - 31-55	56.8%	59.5%	67.3%	68.1%	66.7%	67.2%	65.2%	66.5%	65.1%	58.5%	58.4%
Target: SE - AB - 56+	53.3%	50.7%	60.9%	64.5%	59.3%	64.8%	66.8%	58.7%	59.5%	57.9%	53.4%
Target: SE - C - 12-30	62.9%	64.0%	66.7%	68.8%	69.3%	70.3%	71.1%	66.3%	68.9%	62.7%	55.5%
Target: SE - C - 31-55	54.5%	58.9%	64.1%	64.8%	66.2%	65.6%	64.9%	64.8%	63.1%	53.6%	54.1%
Target: SE - C - 56+	45.4%	51.5%	59.3%	67.1%	58.8%	57.8%	57.3%	52.5%	56.5%	48.6%	47.1%
Target: SE - DE - 12-30	60.9%	58.7%	66.2%	66.8%	66.5%	60.4%	69.1%	68.4%	66.9%	59.5%	51.5%
Target: SE - DE - 31-55	52.2%	53.5%	56.8%	60.5%	56.4%	54.5%	54.4%	57.1%	52.5%	49.1%	53.1%
Target: SE - DE - 56+	37.8%	46.2%	40.5%	50.9%	49.6%	49.4%	54.7%	47.9%	49.5%	35.8%	44.8%

Table A3-20: Programs/Films - Domestic Preference – CW Region

Viewing Interest - Top 2 - 4 & 5:Programs/Films - Domestic											
	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Target: CW - AB - 12-30	66.1%	59.1%	73.1%	60.2%	74.0%	64.3%	58.9%	63.4%	83.7%	68.0%	66.6%
Target: CW - AB - 31-55	49.9%	59.8%	62.9%	68.8%	67.4%	55.8%	53.2%	62.4%	78.9%	65.8%	76.6%
Target: CW - AB - 56+ **	34.1%	73.2%	42.9%	72.3%	50.2%	40.8%	54.0%	57.3%	83.1%	68.7%	66.9%
Target: CW - C - 12-30	68.6%	64.4%	71.0%	64.1%	64.7%	64.1%	68.2%	70.2%	70.2%	71.6%	72.6%
Target: CW - C - 31-55	44.2%	58.4%	54.2%	66.9%	54.4%	49.8%	51.8%	59.9%	73.2%	60.4%	61.8%
Target: CW - C - 56+ **	60.7%	46.3%	59.8%	55.4%	66.7%	33.7%	40.0%	65.8%	64.0%	58.5%	60.2%
Target: CW - DE - 12-30	50.8%	55.3%	66.4%	60.5%	61.3%	67.6%	43.7%	61.7%	58.8%	68.5%	55.5%
Target: CW - DE - 31-55 **	36.5%	50.6%	28.5%	43.1%	48.6%	32.7%	26.9%	37.8%	66.1%	71.2%	54.0%
Target: CW - DE - 56+ **	34.7%	27.6%	14.6%	34.9%	52.1%	28.9%	15.0%	42.1%	57.4%	58.3%	79.4%

Table A3-21: Programs/Films - Domestic Preference – NE Region

Viewing Interest - Top 2 - 4 & 5:Programs/Films - Domestic											
	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Target: NE - AB - 12-30	68.0%	74.2%	61.8%	66.1%	65.5%	63.9%	64.7%	62.1%	58.7%	61.9%	48.6%
Target: NE - AB - 31-55	64.9%	72.9%	60.5%	65.5%	59.9%	65.4%	66.4%	61.9%	65.1%	63.3%	60.2%
Target: NE - AB - 56+	71.9%	67.4%	59.5%	61.7%	67.8%	64.3%	58.6%	60.2%	61.9%	56.5%	57.0%
Target: NE - C - 12-30	68.0%	69.6%	65.8%	73.4%	63.2%	70.2%	68.6%	67.4%	67.3%	70.7%	58.5%
Target: NE - C - 31-55	64.0%	64.0%	64.9%	69.5%	65.3%	66.9%	66.6%	64.9%	70.3%	67.3%	59.7%
Target: NE - C - 56+ **	70.2%	63.0%	45.0%	64.0%	63.6%	61.0%	54.4%	54.9%	63.5%	63.1%	49.8%
Target: NE - DE - 12-30	59.3%	66.2%	63.8%	70.3%	75.2%	73.7%	69.9%	67.6%	65.4%	57.6%	56.1%
Target: NE - DE - 31-55	55.1%	58.4%	55.8%	64.0%	59.0%	63.2%	64.9%	63.2%	66.6%	64.3%	55.5%
Target: NE - DE - 56+ **	42.5%	33.5%	53.2%	48.5%	62.1%	37.3%	43.8%	36.6%	47.2%	62.7%	41.9%

Table A3-22: Programs/Films - Domestic Preference – S Region

Viewing Interest - Top 2 - 4 & 5:Programs/Films - Domestic											
	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Target: S - AB - 12-30	55.8%	48.7%	48.4%	51.4%	58.4%	54.5%	44.3%	42.9%	49.3%	47.5%	47.7%
Target: S - AB - 31-55	46.5%	48.6%	52.1%	60.0%	55.3%	53.2%	42.6%	44.6%	44.8%	54.2%	53.0%
Target: S - AB - 56+	43.0%	42.3%	49.9%	48.7%	56.2%	47.8%	41.1%	37.7%	39.8%	50.9%	51.2%
Target: S - C - 12-30	52.7%	51.8%	52.6%	52.9%	52.9%	54.8%	43.1%	49.8%	48.5%	47.7%	52.2%
Target: S - C - 31-55	45.2%	46.5%	44.1%	50.7%	54.7%	57.9%	41.9%	39.9%	43.9%	48.8%	48.1%
Target: S - C - 56+	55.1%	23.8%	46.9%	41.0%	60.1%	48.6%	33.3%	37.6%	35.7%	40.0%	44.9%
Target: S - DE - 12-30	49.6%	43.8%	43.6%	47.2%	54.1%	50.3%	60.3%	29.8%	50.8%	39.2%	40.0%
Target: S - DE - 31-55	35.9%	34.4%	29.0%	40.2%	41.7%	47.5%	35.5%	34.1%	33.1%	25.4%	36.3%
Target: S - DE - 56+	35.6%	37.9%	25.6%	25.5%	34.4%	42.6%	17.2%	25.9%	25.5%	39.9%	35.6%

Table A3-23: Programs/Films – Other Latin American Countries Preference – SE Region

Viewing Interest - Top 2 - 4 & 5:Programs/Films - Other Latin American country											
	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Target: SE - AB - 12-30	23.3%	24.8%	33.5%	37.0%	37.0%	29.2%	37.5%	34.1%	41.5%	39.4%	35.8%
Target: SE - AB - 31-55	20.4%	20.6%	25.3%	32.3%	32.6%	29.0%	33.2%	30.4%	35.5%	31.8%	30.0%
Target: SE - AB - 56+	13.3%	15.5%	21.0%	24.8%	22.1%	29.0%	28.4%	26.1%	29.8%	28.3%	26.3%
Target: SE - C - 12-30	21.8%	29.7%	29.7%	32.8%	34.2%	33.2%	37.5%	34.0%	40.7%	35.5%	31.3%
Target: SE - C - 31-55	17.7%	22.1%	26.1%	27.1%	26.8%	24.8%	30.1%	26.3%	33.2%	26.8%	28.3%
Target: SE - C - 56+	11.3%	12.6%	19.1%	19.9%	16.3%	14.7%	19.4%	15.8%	22.4%	17.6%	16.1%
Target: SE - DE - 12-30	23.1%	27.6%	27.5%	32.7%	32.2%	21.9%	31.2%	30.6%	40.3%	39.6%	27.3%
Target: SE - DE - 31-55	15.1%	20.8%	17.8%	20.0%	18.7%	17.3%	21.9%	20.6%	28.4%	24.9%	24.6%
Target: SE - DE - 56+	10.4%	12.9%	8.46%	17.7%	12.1%	6.04%	20.4%	9.93%	15.4%	12.7%	13.5%

Table A3-24: Programs/Films – Other Latin American Countries Preference –CW Region

Viewing Interest - Top 2 - 4 & 5:Programs/Films - Other Latin American country											
	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Target: CW - AB - 12-30	24.0%	24.8%	31.4%	25.4%	56.6%	44.2%	42.3%	61.6%	48.0%	44.5%	70.0%
Target: CW - AB - 31-55	16.4%	24.5%	25.6%	23.4%	46.0%	30.8%	40.6%	47.3%	44.9%	49.4%	57.0%
Target: CW - AB - 56+ **	40.9%	20.7%	20.1%	24.0%	48.2%	31.5%	57.7%	53.9%	37.0%	28.9%	51.7%
Target: CW - C - 12-30	34.6%	29.2%	20.2%	22.5%	36.5%	37.8%	56.3%	52.8%	44.3%	46.8%	52.4%
Target: CW - C - 31-55	18.9%	24.4%	15.2%	12.6%	39.8%	34.9%	39.9%	37.1%	33.4%	21.1%	43.9%
Target: CW - C - 56+ **	-	2.25%	-	29.1%	35.4%	25.3%	24.2%	41.0%	20.4%	10.1%	20.7%
Target: CW - DE - 12-30	22.4%	40.6%	29.4%	25.5%	39.9%	35.5%	33.7%	29.1%	10.1%	19.8%	45.2%
Target: CW - DE - 31-55 **	18.1%	19.6%	21.8%	22.1%	29.7%	13.8%	34.1%	18.3%	19.1%	29.8%	6.84%
Target: CW - DE - 56+ **	3.40%	-	1.31%	8.09%	25.5%	11.6%	43.2%	19.6%	9.33%	4.48%	-

Table A3-25: Programs/Films – Other Latin American Countries Preference – NE Region

Viewing Interest - Top 2 - 4 & 5:Programs/Films - Other Latin American country											
	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Target: NE - AB - 12-30	27.3%	44.6%	28.6%	35.4%	34.4%	37.8%	39.1%	31.3%	31.7%	37.2%	40.9%
Target: NE - AB - 31-55	27.7%	41.3%	29.6%	33.6%	29.4%	36.0%	32.5%	28.5%	30.5%	28.4%	30.7%
Target: NE - AB - 56+	20.1%	36.2%	32.5%	20.9%	28.0%	25.0%	24.3%	16.1%	24.3%	20.7%	21.3%
Target: NE - C - 12-30	27.5%	40.4%	28.1%	41.1%	36.5%	38.9%	38.5%	35.7%	33.1%	38.4%	35.8%
Target: NE - C - 31-55	30.1%	39.2%	33.0%	32.7%	32.5%	33.7%	30.2%	25.8%	26.5%	27.5%	30.2%
Target: NE - C - 56+ **	38.2%	25.6%	24.9%	36.5%	26.4%	21.1%	22.4%	14.2%	13.1%	15.2%	21.5
Target: NE - DE - 12-30	34.5%	39.7%	33.4%	37.4%	38.9%	40.6%	34.1%	31.5%	30.4%	26.7%	24.2
Target: NE - DE - 31-55	21.1%	24.9%	20.6%	28.2%	34.3%	34.2%	32.5%	26.8%	25.0%	24.2%	26.7
Target: NE - DE - 56+ **	13.4%	8.49%	10.5%	23.9%	25.5%	18.5%	22.0%	5.85%	12.5%	5.54%	11.2

Table A3-26: Programs/Films – Other Latin American Countries Preference – S Region

Viewing Interest - Top 2 - 4 & 5:Programs/Films - Other Latin American country											
	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Target: S - AB - 12-30	22.6%	25.3%	29.2%	31.3%	30.3%	32.7%	25.9%	23.5%	24.4%	23.7%	26.9%
Target: S - AB - 31-55	18.9%	21.5%	26.6%	31.7%	26.7%	24.1%	20.3%	20.1%	21.6%	26.9%	24.5%
Target: S - AB - 56+	18.3%	16.9%	22.0%	27.4%	26.5%	18.1%	17.8%	17.4%	12.9%	20.9%	21.6%
Target: S - C - 12-30	21.0%	21.2%	27.5%	30.3%	29.1%	28.1%	29.1%	21.9%	22.4%	22.2%	21.6%
Target: S - C - 31-55	17.2%	22.4%	17.2%	25.4%	23.2%	22.6%	16.3%	13.4%	13.6%	18.9%	16.5%
Target: S - C - 56+	15.3%	9.29%	12.5%	18.6%	21.7%	12.5%	11.2%	10.6%	7.96%	13.3%	7.90%
Target: S - DE - 12-30	24.0%	19.7%	15.1%	33.0%	25.6%	21.6%	15.4%	9.51%	26.2%	7.55%	18.1%
Target: S - DE - 31-55	10.2%	15.7%	20.6%	15.7%	15.5%	18.6%	15.8%	14.4%	7.98%	20.0%	2.28%
Target: S - DE - 56+	5.82%	15.0%	6.04%	7.31%	13.5%	14.1%	4.06%	10.9%	7.07%	6.57%	7.25%

Table A3-27: Programs/Films – Europe Preference – SE Region

Viewing Interest - Top 2 - 4 & 5:Programs/Films - Europe											
	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Target: SE - AB - 12-30	30.4%	31.1%	39.1%	45.3%	45.4%	35.7%	43.0%	41.6%	48.2%	44.3%	41.3%
Target: SE - AB - 31-55	31.6%	31.1%	33.2%	41.5%	38.7%	37.4%	42.3%	39.4%	40.4%	38.7%	33.5%
Target: SE - AB - 56+	29.4%	27.9%	31.4%	34.7%	33.5%	39.4%	41.1%	36.3%	37.0%	33.5%	32.5%
Target: SE - C - 12-30	24.7%	30.3%	31.2%	34.1%	37.4%	34.2%	38.7%	38.0%	42.6%	37.1%	34.3%
Target: SE - C - 31-55	19.8%	22.4%	28.7%	27.9%	29.5%	26.7%	31.9%	29.2%	33.9%	28.4%	28.6%
Target: SE - C - 56+	15.1%	13.4%	18.4%	18.0%	16.8%	17.0%	21.7%	17.3%	24.3%	17.1%	16.2%
Target: SE - DE - 12-30	21.7%	22.2%	25.5%	30.1%	32.5%	21.5%	35.1%	29.1%	38.6%	38.4%	31.9%
Target: SE - DE - 31-55	13.1%	18.3%	17.5%	18.7%	18.4%	18.4%	20.6%	21.1%	25.4%	26.1%	23.0%
Target: SE - DE - 56+	9.48%	13.6%	11.9%	16.3%	12.9%	7.18%	18.9%	9.70%	15.6%	12.7%	11.7%

Table A3-28: Programs/Films – Europe Preference – CW Region

Viewing Interest - Top 2 - 4 & 5:Programs/Films - Europe											
	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Target: CW - AB - 12-30	26.7%	29.7%	40.2%	34.4%	50.5%	43.4%	51.8%	60.3%	40.0%	47.3%	66.4%
Target: CW - AB - 31-55	23.5%	30.0%	26.4%	26.2%	44.8%	36.9%	42.6%	38.5%	33.3%	36.5%	56.9%
Target: CW - AB - 56+ **	31.8%	27.1%	24.5%	18.3%	46.6%	35.9%	56.4%	37.4%	22.2%	24.5%	53.0%
Target: CW - C - 12-30	31.5%	28.0%	27.9%	24.3%	33.1%	33.5%	50.5%	49.7%	36.3%	37.7%	51.3%
Target: CW - C - 31-55	16.8%	26.4%	14.2%	20.4%	33.3%	28.0%	37.2%	35.6%	24.0%	22.7%	41.7%
Target: CW - C - 56+ **	-	2.25%	-	9.86%	42.0%	47.1%	30.4%	39.5%	13.4%	15.5%	12.4%
Target: CW - DE - 12-30	18.6%	34.3%	25.2%	25.9%	38.4%	39.8%	36.1%	25.0%	22.2%	21.9%	37.4%
Target: CW - DE - 31-55 **	15.1%	19.8%	20.9%	28.2%	34.7%	12.1%	22.4%	25.5%	25.8%	11.0%	19.3%
Target: CW - DE - 56+ **	3.40%	-	-	8.09%	25.5%	-	43.2%	26.6%	9.97%	-	5.76%

Table A3-29: Programs/Films – Europe Preference – NE Region

Viewing Interest - Top 2 - 4 & 5:Programs/Films - Europe											
	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Target: NE - AB - 12-30	36.7%	50.2%	43.4%	49.1%	41.2%	48.7%	50.1%	43.6%	44.4%	48.3%	48.7%
Target: NE - AB - 31-55	35.4%	47.8%	40.3%	46.7%	39.7%	43.2%	39.2%	35.8%	37.6%	35.6%	37.5%
Target: NE - AB - 56+	39.3%	45.4%	55.2%	42.1%	31.2%	33.3%	32.9%	24.8%	27.6%	27.7%	27.9%
Target: NE - C - 12-30	36.4%	39.6%	34.9%	44.2%	39.7%	43.1%	40.5%	36.7%	37.5%	35.5%	40.0%
Target: NE - C - 31-55	28.7%	40.6%	34.2%	36.9%	34.0%	35.2%	33.5%	25.7%	26.3%	27.7%	31.0%
Target: NE - C - 56+ **	35.6%	27.3%	23.3%	29.6%	26.3%	20.2%	21.0%	18.3%	10.1%	16.2%	22.2%
Target: NE - DE - 12-30	29.9%	39.4%	34.3%	39.5%	42.0%	43.3%	32.7%	32.8%	38.0%	29.6%	26.2%
Target: NE - DE - 31-55	21.2%	24.5%	19.7%	27.1%	31.6%	33.4%	29.5%	20.8%	25.9%	22.0%	29.0%
Target: NE - DE - 56+ **	9.49%	14.3%	15.2%	22.3%	15.6%	17.8%	18.7%	4.59%	10.9%	6.07%	10.6%

Table A3-30: Programs/Films – Europe Preference – S Region

Viewing Interest - Top 2 - 4 & 5:Programs/Films - Europe											
	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Target: S - AB - 12-30	29.4%	32.9%	35.9%	40.9%	38.3%	40.3%	32.3%	36.0%	35.0%	35.3%	34.0%
Target: S - AB - 31-55	28.3%	32.2%	38.0%	39.4%	36.1%	33.3%	24.5%	29.4%	31.2%	34.6%	32.4%
Target: S - AB - 56+	34.9%	29.0%	37.4%	34.4%	29.6%	26.8%	27.5%	25.8%	24.4%	30.5%	29.3%
Target: S - C - 12-30	23.1%	28.8%	27.0%	37.2%	27.2%	33.4%	30.0%	30.3%	29.5%	32.1%	27.9%
Target: S - C - 31-55	21.9%	24.0%	19.5%	29.7%	23.8%	24.4%	19.9%	18.2%	18.8%	22.4%	21.1%
Target: S - C - 56+	20.8%	10.8%	18.6%	18.6%	21.5%	15.0%	12.7%	14.8%	9.80%	13.3%	9.69%
Target: S - DE - 12-30	24.3%	18.5%	18.9%	27.4%	17.1%	35.8%	19.8%	12.7%	24.1%	15.4%	21.6%
Target: S - DE - 31-55	14.6%	15.0%	18.6%	16.9%	14.4%	19.9%	12.9%	13.6%	9.86%	23.1%	4.03%
Target: S - DE - 56+	7.10%	14.3%	5.48%	13.2%	10.8%	16.1%	4.06%	10.9%	4.98%	6.00%	9.48%

Table A3-31: Prefer Dubbing - Series – SE Region

Subtitles/Dubbing: Series - Prefer Dubbing											
	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Target: SE - AB - 12-30	41.3%	43.3%	49.3%	52.4%	48.5%	53.5%	49.9%	52.6%	51.4%	55.6%	60.1%
Target: SE - AB - 31-55	47.9%	54.7%	54.2%	58.5%	58.3%	58.7%	58.3%	56.8%	61.0%	59.8%	66.9%
Target: SE - AB - 56+	56.7%	57.9%	58.7%	60.5%	62.8%	60.9%	58.4%	59.0%	60.5%	62.4%	61.4%
Target: SE - C - 12-30	72.1%	75.2%	72.6%	76.2%	79.9%	79.6%	77.8%	75.9%	74.2%	78.5%	76.6%
Target: SE - C - 31-55	71.4%	75.9%	77.4%	82.1%	83.0%	83.3%	82.1%	81.4%	81.3%	82.2%	80.7%
Target: SE - C - 56+	72.0%	66.7%	72.8%	76.6%	78.1%	79.4%	82.4%	73.2%	79.5%	78.9%	79.1%
Target: SE - DE - 12-30	74.5%	75.7%	76.6%	80.3%	82.4%	84.6%	78.9%	79.2%	79.1%	81.5%	76.6%
Target: SE - DE - 31-55	71.0%	75.8%	74.2%	76.4%	80.4%	81.6%	85.6%	80.9%	78.1%	84.6%	82.5%
Target: SE - DE - 56+	67.0%	71.7%	80.1%	79.1%	76.2%	80.7%	77.0%	78.8%	73.1%	73.6%	70.8%

Table A3-32: Prefer Dubbing - Series – CW Region

Subtitles/Dubbing: Series - Prefer Dubbing											
	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Target: CW - AB - 12-30	38.6%	50.6%	36.7%	60.3%	54.9%	27.4%	55.0%	62.4%	57.9%	60.3%	66.0%
Target: CW - AB - 31-55	58.7%	62.8%	52.2%	65.3%	57.9%	31.2%	41.8%	45.9%	36.8%	46.7%	59.2%
Target: CW - AB - 56+ **	62.3%	68.8%	72.7%	70.9%	50.1%	41.3%	44.1%	42.0%	17.0%	42.4%	49.9%
Target: CW - C - 12-30	73.5%	65.6%	84.1%	71.6%	72.6%	62.9%	65.4%	60.1%	47.8%	50.5%	62.4%
Target: CW - C - 31-55	82.7%	81.0%	77.7%	81.8%	70.7%	47.8%	51.7%	47.5%	28.8%	39.0%	49.5%
Target: CW - C - 56+ **	91.9%	49.0%	59.5%	86.0%	81.1%	64.6%	16.5%	15.1%	33.3%	27.0%	28.4%
Target: CW - DE - 12-30	69.6%	58.3%	79.8%	81.0%	83.1%	52.1%	46.8%	37.1%	36.1%	37.2%	35.3%
Target: CW - DE - 31-55 **	69.7%	75.7%	79.9%	90.1%	57.1%	31.6%	36.4%	49.7%	16.7%	23.9%	32.5%
Target: CW - DE - 56+ **	40.5%	29.9%	77.6%	73.2%	87.6%	33.6%	29.4%	23.8%	13.5%	10.7%	7.31%

Table A3-33: Prefer Dubbing - Series – NE Region

Subtitles/Dubbing: Series - Prefer Dubbing											
	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Target: NE - AB - 12-30	38.0%	39.4%	49.3%	50.3%	43.8%	44.9%	49.3%	40.5%	39.8%	43.4%	44.3%
Target: NE - AB - 31-55	55.6%	56.7%	59.2%	58.6%	60.6%	60.2%	64.4%	58.0%	55.6%	60.5%	54.0%
Target: NE - AB - 56+	49.8%	58.1%	60.3%	56.2%	64.8%	72.2%	66.7%	62.4%	59.8%	61.9%	62.4%
Target: NE - C - 12-30	62.4%	73.0%	75.4%	72.1%	74.7%	72.7%	75.4%	70.7%	72.2%	69.7%	65.7%
Target: NE - C - 31-55	72.3%	73.5%	78.8%	79.1%	84.4%	80.3%	79.4%	80.1%	74.3%	72.3%	68.9%
Target: NE - C - 56+ **	53.3%	76.9%	74.6%	60.4%	85.7%	77.9%	82.1%	73.8%	69.8%	78.9%	63.8%
Target: NE - DE - 12-30	72.5%	83.2%	80.4%	71.4%	81.4%	77.6%	72.3%	80.2%	69.2%	73.8%	66.0%
Target: NE - DE - 31-55	69.9%	76.4%	78.3%	77.8%	79.3%	76.2%	80.4%	82.5%	77.6%	73.7%	68.8%
Target: NE - DE - 56+ **	68.6%	62.6%	67.3%	68.4%	85.7%	84.2%	72.9%	66.3%	65.5%	82.3%	69.0%

Table A3-34: Prefer Dubbing - Series – S Region

Subtitles/Dubbing: Series - Prefer Dubbing											
	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Target: S - AB - 12-30	47.1%	52.3%	49.6%	51.8%	47.0%	46.3%	54.2%	52.4%	56.3%	52.0%	62.3%
Target: S - AB - 31-55	55.3%	56.0%	59.8%	56.6%	59.5%	59.7%	60.6%	58.4%	63.8%	60.0%	69.0%
Target: S - AB - 56+	60.0%	60.7%	59.7%	55.4%	60.2%	59.4%	62.7%	67.9%	68.7%	66.8%	67.1%
Target: S - C - 12-30	72.4%	67.9%	78.5%	73.4%	76.8%	72.4%	72.2%	73.2%	74.5%	75.0%	78.7%
Target: S - C - 31-55	72.5%	77.7%	85.7%	79.3%	85.3%	83.0%	81.3%	80.2%	81.2%	79.1%	81.6%
Target: S - C - 56+	79.6%	75.8%	87.1%	82.7%	87.9%	83.3%	80.4%	79.1%	81.3%	78.7%	84.2%
Target: S - DE - 12-30	65.0%	73.8%	78.0%	74.4%	81.0%	72.9%	79.1%	83.8%	81.6%	75.2%	68.0%
Target: S - DE - 31-55	65.5%	72.8%	82.5%	78.9%	82.0%	87.7%	76.9%	78.4%	81.4%	79.3%	84.1%
Target: S - DE - 56+	63.9%	69.8%	75.2%	71.4%	61.9%	66.8%	71.1%	70.1%	76.1%	79.1%	67.2%

Table A3-35: Prefer Subtitles - Series – SE Region

Subtitles/Dubbing: Series - Prefer Subtitles											
	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Target: SE - AB - 12-30	48.2%	43.7%	42.4%	40.7%	43.3%	37.4%	40.9%	40.6%	38.4%	34.0%	26.0%
Target: SE - AB - 31-55	38.2%	32.4%	28.4%	30.4%	30.8%	29.7%	32.4%	33.9%	29.5%	26.6%	20.8%
Target: SE - AB - 56+	23.6%	21.6%	23.1%	25.1%	24.3%	24.8%	29.9%	28.2%	26.8%	22.3%	22.0%
Target: SE - C - 12-30	19.5%	16.7%	19.1%	16.9%	13.0%	14.0%	15.4%	16.9%	18.0%	14.5%	12.0%
Target: SE - C - 31-55	12.9%	10.7%	9.77%	10.6%	9.37%	9.32%	10.8%	10.4%	10.8%	7.10%	6.14%
Target: SE - C - 56+	6.84%	9.17%	9.14%	8.96%	6.22%	8.86%	6.12%	6.89%	5.82%	5.16%	3.21%
Target: SE - DE - 12-30	7.96%	7.89%	6.00%	8.56%	7.26%	6.54%	6.23%	9.87%	4.74%	8.62%	8.23%
Target: SE - DE - 31-55	5.07%	4.17%	3.35%	4.67%	3.01%	4.25%	2.83%	3.28%	3.26%	3.36%	2.78%
Target: SE - DE - 56+	1.99%	1.15%	3.27%	1.60%	6.41%	1.26%	2.41%	1.12%	2.13%	0.59%	0.81%

Table A3-36: Prefer Subtitles - Series – CW Region

Subtitles/Dubbing: Series - Prefer Subtitles											
	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Target: CW - AB - 12-30	53.9%	45.6%	53.7%	26.7%	31.4%	40.5%	17.4%	7.73%	1.71%	8.98%	5.02%
Target: CW - AB - 31-55	27.2%	25.5%	37.3%	25.8%	19.5%	23.6%	12.6%	6.36%	0.22%	6.28%	4.80%
Target: CW - AB - 56+ **	12.3%	18.8%	15.8%	10.5%	26.5%	10.7%	9.37%	1.45%	1.33%	-	1.88%
Target: CW - C - 12-30	15.6%	12.6%	8.60%	19.2%	6.68%	7.92%	6.48%	5.50%	-	-	-
Target: CW - C - 31-55	7.27%	3.74%	11.1%	7.65%	6.32%	7.56%	2.10%	2.20%	0.82%	2.07%	0.54%
Target: CW - C - 56+ **	-	22.4%	-	-	6.55%	4.53%	-	2.07%	-	-	-
Target: CW - DE - 12-30	17.0%	7.53%	11.8%	7.40%	-	1.54%	4.41%	-	-	-	-
Target: CW - DE - 31-55 **	8.05%	3.61%	5.85%	-	-	5.64%	-	-	-	-	-
Target: CW - DE - 56+ **	3.40%	7.68%	-	2.45%	-	-	-	-	-	-	-

Table A3-37: Prefer Subtitles - Series – NE Region

Subtitles/Dubbing: Series - Prefer Subtitles											
	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Target: NE - AB - 12-30	50.9%	48.4%	43.4%	43.1%	48.3%	44.1%	40.6%	55.9%	52.8%	44.5%	38.2%
Target: NE - AB - 31-55	27.0%	28.0%	24.7%	27.2%	27.6%	27.4%	23.3%	34.6%	34.2%	27.0%	31.4%
Target: NE - AB - 56+	16.6%	20.0%	23.4%	24.9%	26.0%	18.3%	15.5%	25.6%	25.0%	21.0%	17.3%
Target: NE - C - 12-30	21.8%	20.1%	16.5%	21.7%	17.0%	12.6%	14.8%	23.6%	20.0%	20.1%	18.2%
Target: NE - C - 31-55	12.4%	11.7%	12.2%	13.4%	8.73%	7.20%	9.74%	11.8%	17.4%	12.7%	10.1%
Target: NE - C - 56+ **	24.0%	4.60%	10.8%	15.2%	3.44%	9.49%	2.88%	8.80%	8.86%	6.82%	8.25%
Target: NE - DE - 12-30	7.10%	5.03%	7.76%	12.7%	9.95%	6.34%	13.5%	12.1%	11.5%	13.6%	12.6%
Target: NE - DE - 31-55	4.04%	3.19%	6.17%	7.49%	7.50%	2.80%	6.17%	8.77%	10.0%	8.31%	8.21%
Target: NE - DE - 56+ **	-	-	1.85%	5.42%	-	3.02%	1.73%	2.17%	6.86%	2.60%	3.60%

Table A3-38: Prefer Subtitles - Series – S Region

Subtitles/Dubbing: Series - Prefer Subtitles											
	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Target: S - AB - 12-30	42.7%	36.3%	42.3%	36.7%	40.9%	44.9%	37.7%	39.7%	32.1%	30.4%	24.1%
Target: S - AB - 31-55	27.9%	25.6%	30.1%	31.0%	32.4%	32.0%	29.6%	31.0%	25.0%	23.6%	20.7%
Target: S - AB - 56+	22.0%	23.2%	28.2%	24.6%	22.6%	31.0%	27.2%	22.3%	18.0%	15.0%	18.1%
Target: S - C - 12-30	15.6%	19.4%	15.4%	17.2%	17.8%	17.9%	18.1%	18.4%	16.8%	14.7%	8.47%
Target: S - C - 31-55	9.61%	8.86%	5.51%	9.63%	8.87%	10.5%	10.8%	7.97%	6.98%	11.1%	6.20%
Target: S - C - 56+	10.1%	7.08%	3.69%	5.03%	7.12%	8.10%	7.03%	5.93%	5.81%	4.78%	2.56%
Target: S - DE - 12-30	12.5%	10.2%	7.85%	5.46%	4.10%	14.4%	7.76%	2.92%	7.29%	6.48%	13.6%
Target: S - DE - 31-55	3.86%	3.95%	5.50%	2.54%	4.60%	2.18%	4.99%	5.00%	5.18%	3.18%	-
Target: S - DE - 56+	3.35%	3.10%	0.15%	0.51%	4.11%	1.90%	-	-	1.49%	0.70%	-

Table A3-39: Prefer Original Language - Series – SE Region

Subtitles/Dubbing: Series - Original Language without subtitles											
	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Target: SE - AB - 12-30	2.36%	4.14%	1.94%	1.92%	2.13%	3.44%	3.69%	3.01%	4.32%	3.24%	2.97%
Target: SE - AB - 31-55	2.47%	3.57%	5.05%	3.29%	3.03%	3.23%	2.91%	2.58%	2.57%	3.64%	2.56%
Target: SE - AB - 56+	4.31%	2.12%	2.19%	2.28%	2.06%	3.23%	1.61%	2.31%	3.73%	3.41%	3.07%
Target: SE - C - 12-30	1.49%	1.03%	0.77%	0.26%	1.46%	0.80%	1.68%	1.54%	1.46%	0.72%	0.73%
Target: SE - C - 31-55	1.05%	1.29%	1.99%	0.63%	0.71%	0.56%	0.65%	1.06%	1.13%	1.28%	0.66%
Target: SE - C - 56+	0.83%	1.02%	-	0.57%	0.58%	0.90%	1.79%	1.47%	1.65%	1.55%	0.38%
Target: SE - DE - 12-30	1.19%	1.03%	1.60%	0.71%	0.73%	0.15%	0.60%	0.88%	-	1.40%	0.90%
Target: SE - DE - 31-55	1.04%	0.58%	0.96%	-	0.91%	0.12%	0.12%	1.52%	1.17%	0.56%	-
Target: SE - DE - 56+											

Table A3-40: Prefer Original Language - Series – CW Region

Subtitles/Dubbing: Series - Original Language without subtitles											
	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Target: CW - AB - 12-30	4.26%	-	2.81%	5.00%	0.75%	3.49%	3.98%	-	0.83%	2.91%	3.25%
Target: CW - AB - 31-55	3.50%	1.85%	2.57%	2.61%	4.05%	1.46%	1.73%	1.44%	1.66%	1.09%	0.46%
Target: CW - AB - 56+ **	-	-	-	0.89%	4.47%	5.90%	-	-	0.42%	1.12%	-
Target: CW - C - 12-30	1.61%	6.06%	-	0.20%	0.87%	1.44%	-	0.69%	-	5.54%	2.08%
Target: CW - C - 31-55	0.23%	2.81%	-	3.48%	-	2.86%	-	1.57%	-	1.79%	0.83%
Target: CW - C - 56+ **	-	10.8%	-	-	-	5.22%	-	-	-	-	-
Target: CW - DE - 12-30	0.44%	2.21%	-	4.30%	-	-	-	-	-	-	-
Target: CW - DE - 31-55 **	-	0.74%	-	-	7.68%	-	-	-	-	-	-
Target: CW - DE - 56+ **											

Table A3-41: Prefer Original Language - Series – NE Region

Subtitles/Dubbing: Series - Original Language without subtitles											
	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Target: NE - AB - 12-30	2.11%	4.14%	2.93%	2.23%	4.80%	7.24%	5.63%	1.30%	4.54%	3.22%	2.14%
Target: NE - AB - 31-55	1.35%	1.81%	4.19%	3.08%	6.75%	6.42%	7.23%	3.12%	3.41%	2.26%	1.77%
Target: NE - AB - 56+	0.83%	4.24%	2.98%	0.77%	4.19%	3.45%	5.47%	0.77%	2.87%	0.92%	1.22%
Target: NE - C - 12-30	2.54%	1.64%	2.93%	0.95%	4.70%	9.65%	4.39%	2.77%	2.38%	1.26%	1.50%
Target: NE - C - 31-55	3.20%	3.67%	1.01%	1.25%	3.55%	7.01%	3.72%	0.87%	2.57%	0.75%	1.10%
Target: NE - C - 56+ **											
Target: NE - DE - 12-30	2.70%	0.49%	1.33%	1.29%	2.49%	7.49%	3.87%	-	4.85%	-	-
Target: NE - DE - 31-55	2.00%	-	0.28%	-	0.61%	7.06%	2.70%	-	0.58%	-	0.76%
Target: NE - DE - 56+ **											

Table A3-42: Prefer Original Language - Series – S Region

Subtitles/Dubbing: Series - Original Language without subtitles											
	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Target: S - AB - 12-30	2.79%	4.79%	2.71%	1.36%	2.18%	2.47%	4.01%	4.97%	4.28%	8.18%	4.73%
Target: S - AB - 31-55	4.35%	5.16%	3.43%	2.04%	1.82%	2.00%	4.53%	4.68%	4.18%	3.27%	3.15%
Target: S - AB - 56+	2.94%	3.03%	1.82%	2.86%	2.46%	1.70%	2.30%	3.54%	2.27%	3.33%	3.73%
Target: S - C - 12-30	2.03%	2.91%	2.47%	1.77%	1.21%	1.70%	4.01%	5.10%	2.36%	2.37%	0.95%
Target: S - C - 31-55	2.47%	2.16%	0.89%	1.79%	0.55%	0.39%	2.18%	6.79%	2.28%	0.75%	0.47%
Target: S - C - 56+	-	3.19%	0.45%	0.56%	-	-	3.28%	5.95%	1.94%	0.44%	0.99%
Target: S - DE - 12-30	1.28%	2.40%	0.50%	1.03%	-	-	2.11%	0.43%	-	-	-
Target: S - DE - 31-55	1.59%	3.02%	0.73%	2.65%	0.54%	-	4.94%	2.27%	-	-	-
Target: S - DE - 56+											

Table A3-43: Prefer Local News – SE Region

Most frequently: News. Local											
	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Target: SE - AB - 12-30	67.7%	61.2%	66.4%	65.3%	68.0%	69.7%	69.7%	67.2%	65.2%	63.9%	63.0%
Target: SE - AB - 31-55	88.7%	87.1%	88.5%	88.6%	88.8%	87.1%	87.6%	88.5%	85.5%	86.5%	85.5%
Target: SE - AB - 56+	88.9%	93.4%	90.5%	91.6%	91.6%	92.6%	90.1%	91.0%	90.7%	90.6%	92.0%
Target: SE - C - 12-30	60.0%	61.0%	59.4%	63.0%	64.0%	67.7%	67.8%	65.9%	65.6%	67.5%	64.6%
Target: SE - C - 31-55	82.8%	81.6%	83.1%	83.0%	85.4%	87.8%	87.2%	86.0%	84.3%	84.8%	84.9%
Target: SE - C - 56+	86.1%	83.3%	87.5%	87.5%	86.4%	85.7%	88.4%	86.5%	89.2%	86.9%	89.1%
Target: SE - DE - 12-30	54.5%	49.6%	50.4%	52.3%	53.3%	52.3%	65.3%	66.2%	59.2%	63.3%	55.6%
Target: SE - DE - 31-55	73.2%	72.3%	72.3%	77.6%	79.0%	80.3%	76.8%	78.9%	77.7%	73.9%	85.0%
Target: SE - DE - 56+	78.6%	74.4%	66.7%	74.8%	81.4%	75.4%	81.3%	76.2%	73.6%	80.9%	77.3%

Table A3-44: Prefer Local News – CW Region

Most frequently: News. Local											
	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Target: CW - AB - 12-30	73.5%	81.9%	80.4%	80.6%	74.3%	71.1%	69.3%	73.2%	60.7%	65.2%	74.5%
Target: CW - AB - 31-55	92.0%	89.0%	92.1%	91.4%	85.5%	83.0%	83.5%	90.0%	90.1%	83.6%	86.3%
Target: CW - AB - 56+ **	94.8%	88.6%	87.4%	95.5%	94.2%	94.3%	86.5%	93.7%	88.3%	95.7%	92.8%
Target: CW - C - 12-30	76.7%	79.2%	70.9%	69.8%	68.4%	78.2%	65.1%	79.0%	69.8%	66.2%	80.6%
Target: CW - C - 31-55	95.4%	94.5%	88.9%	95.7%	86.0%	86.8%	85.5%	88.7%	96.2%	93.2%	89.4%
Target: CW - C - 56+ **	100%	80.2%	88.2%	95.2%	86.9%	90.3%	87.3%	92.7%	91.3%	86.9%	83.6%
Target: CW - DE - 12-30	66.8%	51.7%	68.4%	53.9%	52.7%	82.2%	75.4%	71.5%	58.8%	73.7%	51.4%
Target: CW - DE - 31-55 **	75.8%	82.1%	83.0%	87.7%	73.8%	84.4%	82.1%	79.1%	62.9%	77.6%	87.7%
Target: CW - DE - 56+ **	62.7%	75.5%	100%	75.4%	74.3%	67.0%	92.5%	65.7%	86.2%	91.6%	90.5%

Table A3-45: Prefer Local News – NE Region

Most frequently: News. Local											
	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Target: NE - AB - 12-30	68.6%	64.6%	70.1%	75.4%	74.4%	76.6%	77.7%	71.4%	67.5%	67.2%	66.0%
Target: NE - AB - 31-55	88.9%	80.6%	83.9%	86.7%	89.2%	92.5%	92.4%	90.5%	86.9%	88.7%	84.6%
Target: NE - AB - 56+	87.2%	84.8%	86.2%	93.9%	89.7%	95.0%	95.6%	93.0%	92.9%	89.1%	89.2%
Target: NE - C - 12-30	67.7%	67.9%	74.7%	75.8%	78.3%	75.8%	74.9%	68.4%	67.3%	71.5%	69.0%
Target: NE - C - 31-55	84.5%	84.9%	87.2%	85.6%	89.2%	89.5%	94.3%	89.4%	87.5%	83.7%	85.1%
Target: NE - C - 56+ **	93.0%	82.5%	95.2%	93.3%	90.6%	93.3%	96.2%	92.7%	88.7%	85.6%	88.6%
Target: NE - DE - 12-30	55.3%	59.0%	64.7%	65.4%	71.1%	67.9%	65.6%	70.7%	66.6%	52.1%	60.9%
Target: NE - DE - 31-55	73.4%	73.4%	76.0%	82.1%	79.5%	84.9%	84.4%	79.0%	84.0%	81.0%	79.7%
Target: NE - DE - 56+ **	59.0%	72.6%	78.7%	70.8%	90.9%	86.7%	82.7%	77.5%	79.0%	83.8%	71.5%

Table A3-46: Prefer Local News – S Region

Most frequently: News. Local											
	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Target: S - AB - 12-30	68.9%	68.8%	76.1%	73.1%	71.2%	73.9%	73.6%	75.4%	72.3%	62.9%	60.3%
Target: S - AB - 31-55	88.7%	91.2%	91.7%	88.9%	88.8%	87.7%	89.7%	90.4%	91.4%	84.3%	85.4%
Target: S - AB - 56+	88.3%	94.1%	99.3%	89.5%	93.0%	92.6%	90.6%	93.2%	93.5%	89.5%	87.4%
Target: S - C - 12-30	66.4%	67.7%	73.1%	71.1%	72.8%	74.8%	66.6%	73.1%	70.5%	66.8%	63.7%
Target: S - C - 31-55	85.6%	88.4%	88.9%	87.6%	87.4%	89.1%	90.3%	88.2%	87.2%	84.5%	85.8%
Target: S - C - 56+	91.3%	93.5%	89.3%	92.3%	92.4%	95.1%	87.6%	94.3%	90.9%	87.2%	88.8%
Target: S - DE - 12-30	59.3%	57.9%	53.0%	49.0%	65.3%	54.6%	60.5%	65.5%	66.2%	50.2%	44.1%
Target: S - DE - 31-55	68.6%	71.5%	79.0%	70.1%	67.8%	86.5%	80.0%	76.7%	82.6%	70.3%	83.5%
Target: S - DE - 56+	75.2%	68.6%	68.6%	63.3%	65.2%	66.9%	76.1%	73.4%	82.5%	83.0%	74.2%

Table A3-47: Prefer National News – SE Region

Most frequently: News. Domestic											
	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Target: SE - AB - 12-30	70.2%	65.1%	69.7%	69.4%	70.8%	72.8%	71.6%	68.4%	63.5%	64.6%	62.8%
Target: SE - AB - 31-55	89.4%	89.1%	88.9%	90.0%	90.7%	88.1%	89.3%	89.0%	86.6%	85.9%	86.5%
Target: SE - AB - 56+	94.2%	91.2%	90.8%	91.6%	91.1%	93.2%	90.9%	91.9%	90.9%	92.9%	92.5%
Target: SE - C - 12-30	62.1%	60.9%	60.0%	60.9%	63.9%	68.3%	68.5%	62.6%	61.5%	65.4%	62.2%
Target: SE - C - 31-55	81.9%	82.1%	81.2%	83.1%	83.3%	85.4%	85.7%	84.3%	82.7%	81.8%	81.6%
Target: SE - C - 56+	85.5%	83.1%	87.0%	86.0%	86.6%	84.8%	86.0%	86.0%	87.2%	85.9%	86.6%
Target: SE - DE - 12-30	50.4%	47.1%	46.6%	50.2%	48.2%	48.5%	63.0%	59.4%	54.6%	56.4%	55.4%
Target: SE - DE - 31-55	69.5%	72.4%	72.9%	75.7%	74.3%	77.2%	77.0%	76.5%	74.7%	71.8%	78.0%
Target: SE - DE - 56+	73.5%	73.8%	67.6%	73.2%	80.9%	73.7%	83.5%	74.7%	72.8%	78.4%	74.3%

Table A3-48: Prefer National News – CW Region

Most frequently: News. Domestic											
	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Target: CW - AB - 12-30	78.7%	88.1%	79.2%	68.9%	71.0%	70.8%	67.6%	69.2%	60.2%	56.9%	70.1%
Target: CW - AB - 31-55	92.8%	93.6%	90.8%	88.8%	82.7%	83.0%	85.4%	87.9%	89.7%	80.4%	83.0%
Target: CW - AB - 56+ **	93.8%	87.9%	96.5%	96.4%	96.7%	94.2%	86.5%	94.2%	87.8%	95.1%	94.2%
Target: CW - C - 12-30	60.9%	68.8%	62.8%	64.1%	66.0%	65.0%	63.2%	73.4%	64.6%	51.4%	70.6%
Target: CW - C - 31-55	86.4%	85.7%	85.2%	87.7%	80.6%	81.1%	84.4%	88.9%	95.3%	81.2%	88.3%
Target: CW - C - 56+ **	100%	80.2%	91.7%	97.3%	93.4%	66.4%	81.9%	92.7%	91.3%	86.9%	83.6%
Target: CW - DE - 12-30	53.2%	57.0%	62.0%	53.5%	49.8%	63.3%	45.3%	66.3%	66.0%	35.1%	51.4%
Target: CW - DE - 31-55 **	72.4%	89.4%	72.8%	76.5%	76.7%	79.3%	90.0%	81.7%	65.5%	71.9%	77.2%
Target: CW - DE - 56+ **	32.9%	75.5%	93.7%	75.4%	62.2%	89.0%	92.5%	70.0%	86.2%	93.5%	100%

Table A3-49: Prefer National News – NE Region

Most frequently: News. Domestic											
	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Target: NE - AB - 12-30	69.3%	73.4%	67.6%	77.8%	79.0%	82.0%	78.4%	75.6%	71.8%	72.9%	68.9%
Target: NE - AB - 31-55	91.1%	86.9%	86.4%	89.5%	94.3%	94.7%	92.5%	90.9%	87.2%	90.2%	84.9%
Target: NE - AB - 56+	91.1%	89.9%	91.2%	95.6%	91.1%	95.4%	96.0%	93.6%	95.4%	92.0%	92.4%
Target: NE - C - 12-30	62.5%	64.6%	70.9%	71.9%	72.3%	72.6%	71.4%	66.9%	64.7%	60.8%	64.4%
Target: NE - C - 31-55	81.4%	83.5%	84.0%	83.3%	86.9%	89.0%	90.3%	89.8%	84.9%	79.3%	83.9%
Target: NE - C - 56+ **	97.0%	83.9%	91.4%	86.6%	91.6%	93.8%	91.9%	88.6%	89.0%	80.3%	86.5%
Target: NE - DE - 12-30	50.2%	51.8%	50.9%	52.9%	57.7%	60.4%	60.1%	60.2%	59.4%	47.7%	60.4%
Target: NE - DE - 31-55	67.4%	69.3%	67.4%	76.3%	75.8%	81.9%	81.9%	75.6%	82.8%	74.4%	79.5%
Target: NE - DE - 56+ **	54.9%	63.2%	76.9%	71.4%	82.0%	84.4%	77.8%	69.1%	75.7%	78.5%	64.9%

Table A3-50: Prefer National News – S Region

Most frequently: News. Domestic											
	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Target: S - AB - 12-30	70.7%	71.3%	76.7%	72.4%	76.2%	75.0%	72.1%	72.4%	70.1%	62.6%	59.1%
Target: S - AB - 31-55	90.4%	92.3%	91.2%	89.2%	90.3%	89.7%	87.5%	89.4%	90.1%	85.2%	85.6%
Target: S - AB - 56+	93.4%	96.4%	95.5%	90.4%	94.0%	94.0%	87.8%	93.9%	92.9%	90.9%	89.7%
Target: S - C - 12-30	62.9%	68.1%	69.7%	66.4%	71.7%	71.3%	63.1%	66.9%	64.6%	62.0%	61.9%
Target: S - C - 31-55	80.9%	84.3%	87.0%	85.5%	87.5%	83.9%	86.4%	87.4%	84.6%	81.3%	83.8%
Target: S - C - 56+	91.4%	88.7%	88.1%	91.6%	90.9%	90.4%	88.5%	92.7%	88.7%	85.8%	85.1%
Target: S - DE - 12-30	54.6%	55.9%	50.4%	44.9%	62.1%	64.2%	62.3%	58.1%	63.6%	47.7%	42.1%
Target: S - DE - 31-55	62.2%	69.7%	75.7%	69.0%	70.0%	79.7%	77.1%	76.1%	79.7%	67.9%	79.4%
Target: S - DE - 56+	77.3%	67.7%	67.8%	61.5%	65.2%	61.9%	71.4%	71.8%	81.4%	82.9%	75.9%

Table A3-51: Prefer International News – SE Region

Most frequently: News. International											
	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Target: SE - AB - 12-30	44.4%	44.5%	49.6%	50.4%	48.4%	52.4%	52.4%	45.3%	44.1%	47.8%	46.3%
Target: SE - AB - 31-55	75.5%	73.7%	74.4%	76.6%	72.1%	73.7%	69.6%	65.9%	64.2%	62.4%	66.3%
Target: SE - AB - 56+	82.1%	82.0%	79.0%	80.3%	81.6%	81.1%	81.1%	77.2%	72.8%	76.6%	80.5%
Target: SE - C - 12-30	38.9%	41.2%	44.4%	45.0%	45.3%	48.1%	50.8%	43.8%	39.5%	49.3%	42.5%
Target: SE - C - 31-55	62.2%	64.4%	67.1%	67.0%	63.7%	66.1%	65.4%	64.9%	59.6%	63.1%	63.3%
Target: SE - C - 56+	67.8%	70.9%	73.0%	74.0%	70.0%	71.1%	71.6%	67.4%	68.5%	65.2%	69.6%
Target: SE - DE - 12-30	36.3%	34.4%	32.5%	41.7%	34.9%	38.8%	48.7%	41.6%	34.9%	43.8%	37.6%
Target: SE - DE - 31-55	52.4%	57.2%	60.7%	64.2%	60.4%	59.4%	62.4%	54.1%	52.0%	55.6%	58.2%
Target: SE - DE - 56+	58.4%	61.0%	50.0%	64.7%	64.1%	60.8%	71.0%	59.3%	52.2%	59.0%	54.1%

Table A3-52: Prefer International News – CW Region

Most frequently: News. International											
	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Target: CW - AB - 12-30	47.4%	36.1%	40.0%	50.6%	45.9%	42.4%	38.6%	48.1%	52.6%	36.3%	57.0%
Target: CW - AB - 31-55	73.8%	59.6%	55.4%	56.3%	60.9%	49.5%	61.3%	67.8%	80.9%	60.8%	72.0%
Target: CW - AB - 56+ **	83.4%	32.7%	62.1%	50.7%	74.4%	66.7%	76.5%	83.5%	86.7%	82.8%	80.8%
Target: CW - C - 12-30	35.8%	39.0%	26.8%	35.7%	26.2%	29.9%	35.7%	54.2%	52.2%	31.2%	52.3%
Target: CW - C - 31-55	52.1%	35.4%	56.3%	57.6%	43.2%	34.8%	56.4%	68.9%	86.6%	59.9%	73.4%
Target: CW - C - 56+ **	37.3%	46.6%	78.6%	34.7%	60.3%	47.3%	43.3%	82.9%	85.5%	81.3%	73.1%
Target: CW - DE - 12-30	24.6%	24.9%	30.9%	22.3%	31.9%	18.7%	25.4%	57.2%	56.7%	23.9%	49.1%
Target: CW - DE - 31-55 **	40.8%	28.9%	45.2%	39.2%	25.4%	28.5%	59.7%	64.0%	57.4%	53.7%	63.9%
Target: CW - DE - 56+ **	20.0%	65.5%	82.1%	38.4%	30.9%	33.5%	73.6%	58.6%	84.7%	82.6%	79.6%

Table A3-53: Prefer International News – NE Region

Most frequently: News. International											
	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Target: NE - AB - 12-30	34.4%	42.8%	39.9%	46.3%	42.3%	50.7%	51.8%	40.2%	40.2%	40.6%	41.9%
Target: NE - AB - 31-55	65.7%	63.6%	65.9%	67.0%	70.3%	73.6%	70.5%	63.3%	61.0%	55.8%	51.9%
Target: NE - AB - 56+	65.6%	67.7%	81.8%	76.2%	68.6%	77.1%	79.7%	73.6%	79.6%	65.2%	70.0%
Target: NE - C - 12-30	31.6%	43.2%	49.1%	41.8%	43.5%	52.8%	46.1%	38.8%	37.2%	32.8%	32.2%
Target: NE - C - 31-55	49.2%	60.3%	64.3%	58.8%	64.2%	67.2%	66.7%	61.0%	57.0%	50.8%	53.2%
Target: NE - C - 56+ **	61.4%	55.8%	64.2%	64.0%	69.9%	71.0%	63.4%	59.0%	62.7%	50.4%	66.0%
Target: NE - DE - 12-30	28.5%	33.2%	34.1%	30.1%	42.3%	42.2%	35.3%	37.8%	36.6%	26.2%	33.8%
Target: NE - DE - 31-55	43.8%	50.6%	44.7%	51.5%	49.0%	58.1%	50.0%	52.6%	58.8%	44.5%	46.7%
Target: NE - DE - 56+ **	27.8%	32.0%	50.8%	55.8%	63.4%	75.9%	56.9%	40.6%	47.1%	55.7%	37.2%

Table A3-54: Prefer International News – S Region

Most frequently: News. International											
	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Target: S - AB - 12-30	40.5%	45.7%	54.2%	48.6%	49.7%	50.2%	48.0%	46.0%	50.2%	45.7%	42.2%
Target: S - AB - 31-55	65.6%	71.1%	75.6%	73.0%	73.1%	75.0%	68.6%	73.7%	72.4%	67.1%	67.4%
Target: S - AB - 56+	83.3%	82.6%	88.7%	79.5%	83.5%	79.9%	71.9%	85.6%	82.3%	76.9%	74.6%
Target: S - C - 12-30	42.0%	45.4%	48.8%	45.6%	47.4%	49.0%	44.4%	52.4%	48.8%	45.3%	46.0%
Target: S - C - 31-55	62.8%	65.3%	75.3%	68.8%	67.1%	69.1%	64.0%	73.6%	71.5%	64.5%	66.5%
Target: S - C - 56+	66.2%	71.2%	75.7%	74.2%	78.2%	81.3%	76.1%	81.5%	78.3%	66.6%	63.6%
Target: S - DE - 12-30	31.0%	33.9%	38.1%	32.2%	39.9%	42.3%	29.9%	41.6%	52.9%	42.6%	27.7%
Target: S - DE - 31-55	44.3%	50.8%	58.3%	55.0%	50.4%	63.4%	54.0%	64.4%	61.5%	49.1%	55.9%
Target: S - DE - 56+	63.6%	52.9%	46.8%	42.8%	45.3%	43.4%	61.4%	56.5%	69.9%	66.9%	57.5%

Table A3-55: Prefer Talk Shows – SE Region

Most frequently:Talk Shows & Interviews											
	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Target: SE - AB - 12-30	38.9%	45.6%	40.8%	43.6%	40.2%	39.5%	37.2%	39.2%	37.8%	32.2%	26.7%
Target: SE - AB - 31-55	38.0%	49.8%	47.0%	50.5%	38.0%	38.8%	39.5%	42.0%	38.5%	33.3%	27.4%
Target: SE - AB - 56+	41.3%	47.5%	44.4%	44.6%	34.7%	35.2%	38.6%	38.1%	36.2%	32.0%	28.6%
Target: SE - C - 12-30	31.5%	40.7%	34.9%	32.2%	30.4%	27.9%	29.1%	28.8%	28.0%	23.1%	21.2%
Target: SE - C - 31-55	27.8%	36.4%	34.0%	33.8%	26.9%	25.9%	26.0%	28.7%	24.7%	24.9%	17.5%
Target: SE - C - 56+	28.4%	34.2%	32.5%	24.5%	18.0%	18.0%	19.7%	23.1%	19.9%	21.7%	14.9%
Target: SE - DE - 12-30	21.3%	26.0%	24.8%	23.1%	20.7%	16.7%	18.8%	23.9%	22.4%	17.4%	14.1%
Target: SE - DE - 31-55	23.8%	19.6%	22.3%	19.0%	14.0%	14.1%	17.0%	16.4%	16.6%	16.8%	14.0%
Target: SE - DE - 56+	14.7%	20.3%	11.6%	20.3%	9.31%	7.06%	11.7%	12.5%	13.9%	9.01%	13.6%

Table A3-56: Prefer Talk Shows – CW Region

Most frequently:Talk Shows & Interviews											
	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Target: CW - AB - 12-30	36.8%	41.5%	44.0%	29.2%	37.2%	25.6%	28.2%	31.9%	23.1%	13.8%	21.9%
Target: CW - AB - 31-55	35.9%	36.9%	41.4%	40.0%	37.2%	25.6%	12.4%	29.2%	24.2%	17.1%	11.6%
Target: CW - AB - 56+ **	5.18%	8.18%	14.6%	21.2%	27.1%	23.7%	24.5%	23.8%	14.8%	17.2%	4.52%
Target: CW - C - 12-30	17.2%	26.5%	28.2%	31.8%	23.1%	24.5%	22.6%	13.3%	23.3%	13.5%	14.7%
Target: CW - C - 31-55	14.5%	35.2%	35.0%	22.4%	22.2%	12.7%	10.2%	23.5%	14.4%	13.7%	12.8%
Target: CW - C - 56+ **	4.85%	11.0%	51.1%	13.8%	30.3%	19.3%	15.8%	25.1%	4.42%	6.01%	6.39%
Target: CW - DE - 12-30	7.06%	15.4%	24.2%	10.8%	29.0%	17.2%	9.67%	9.05%	20.5%	20.9%	1.67%
Target: CW - DE - 31-55 **	11.9%	7.89%	22.7%	16.2%	16.9%	23.3%	15.6%	5.32%	14.2%	-	3.77%
Target: CW - DE - 56+ **	-	17.6%	10.1%	1.58%	14.2%	22.0%	13.2%	-	-	14.5%	5.76%

Table A3-56: Prefer Talk Shows – NE Region

Most frequently:Talk Shows & Interviews											
	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Target: NE - AB - 12-30	36.2%	43.4%	44.0%	48.1%	36.2%	41.3%	37.8%	45.4%	36.2%	37.6%	31.1%
Target: NE - AB - 31-55	36.9%	41.2%	45.9%	48.6%	41.9%	36.2%	37.5%	41.4%	41.3%	32.2%	31.0%
Target: NE - AB - 56+	36.0%	47.3%	47.7%	55.3%	44.2%	33.5%	43.5%	41.8%	36.6%	29.5%	25.9%
Target: NE - C - 12-30	32.1%	37.2%	47.6%	45.0%	34.4%	29.2%	28.7%	29.2%	30.5%	29.4%	24.0%
Target: NE - C - 31-55	34.0%	43.5%	49.1%	39.5%	33.8%	34.5%	31.7%	35.2%	31.4%	22.8%	25.9%
Target: NE - C - 56+ **	34.9%	18.1%	38.1%	33.1%	28.7%	19.4%	26.8%	32.2%	22.6%	19.6%	17.5%
Target: NE - DE - 12-30	18.1%	30.0%	25.5%	32.6%	29.2%	28.3%	28.6%	24.0%	22.5%	16.6%	24.1%
Target: NE - DE - 31-55	19.0%	23.6%	26.9%	32.9%	30.0%	23.6%	20.7%	25.2%	26.0%	14.4%	16.7%
Target: NE - DE - 56+ **	22.1%	18.5%	19.2%	38.2%	27.4%	20.3%	15.8%	18.6%	17.4%	18.6%	12.4%

Table A3-57: Prefer Talk Shows – S Region

Most frequently:Talk Shows & Interviews											
	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Target: S - AB - 12-30	31.1%	39.9%	40.6%	40.4%	38.3%	31.9%	32.4%	36.1%	30.9%	32.0%	19.1%
Target: S - AB - 31-55	26.3%	40.5%	45.5%	44.5%	35.7%	32.3%	29.5%	36.1%	30.3%	34.1%	25.3%
Target: S - AB - 56+	26.0%	51.7%	43.9%	50.6%	30.7%	34.7%	31.5%	35.1%	28.9%	30.8%	27.0%
Target: S - C - 12-30	27.5%	35.3%	41.0%	32.1%	31.0%	27.7%	26.4%	28.4%	28.5%	29.8%	19.4%
Target: S - C - 31-55	23.8%	30.8%	39.9%	35.2%	32.6%	32.8%	21.0%	25.9%	22.7%	23.4%	17.5%
Target: S - C - 56+	21.7%	27.1%	34.8%	34.5%	25.9%	27.2%	24.3%	25.9%	16.4%	22.0%	15.1%
Target: S - DE - 12-30	19.7%	27.4%	22.5%	22.3%	25.9%	33.2%	23.0%	15.7%	24.6%	8.37%	14.1%
Target: S - DE - 31-55	14.6%	20.5%	22.0%	19.6%	12.9%	27.3%	17.8%	16.1%	9.12%	15.2%	11.4%
Target: S - DE - 56+	20.2%	25.4%	17.2%	22.5%	8.58%	17.3%	10.4%	19.6%	9.28%	18.0%	7.74%

Table A3-58: Prefer Variety Shows – SE Region

Most frequently: Variety/Entertainment Shows											
	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Target: SE - AB - 12-30	20.7%	21.4%	24.8%	21.2%	20.4%	23.2%	19.0%	21.4%	35.2%	27.8%	26.8%
Target: SE - AB - 31-55	20.5%	18.2%	22.8%	21.5%	21.4%	23.6%	20.6%	23.4%	32.5%	30.5%	26.7%
Target: SE - AB - 56+	25.7%	18.9%	23.7%	19.1%	20.2%	26.0%	24.6%	19.7%	34.0%	32.4%	29.4%
Target: SE - C - 12-30	21.7%	21.2%	21.7%	20.3%	22.2%	21.4%	20.8%	20.7%	42.1%	40.4%	36.5%
Target: SE - C - 31-55	19.1%	20.1%	16.7%	19.3%	21.1%	23.2%	21.7%	23.2%	43.9%	40.4%	34.6%
Target: SE - C - 56+	13.3%	14.2%	14.1%	18.0%	23.7%	16.4%	17.7%	14.8%	53.3%	41.3%	37.6%
Target: SE - DE - 12-30	17.5%	17.6%	15.1%	19.1%	20.8%	16.6%	20.8%	22.3%	45.8%	44.4%	33.9%
Target: SE - DE - 31-55	17.4%	15.1%	14.7%	13.0%	18.8%	18.1%	18.4%	19.1%	44.4%	39.6%	38.6%
Target: SE - DE - 56+	10.6%	13.2%	19.0%	13.3%	8.21%	12.2%	8.82%	12.2%	46.2%	43.3%	36.4%

Table A3-59: Prefer Variety Shows – CW Region

Most frequently: Variety/Entertainment Shows											
	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Target: CW - AB - 12-30	15.3%	8.70%	16.1%	13.9%	34.8%	14.2%	13.2%	25.6%	30.4%	24.8%	27.2%
Target: CW - AB - 31-55	19.4%	10.8%	13.4%	6.56%	25.4%	14.1%	14.3%	28.4%	31.9%	23.7%	19.8%
Target: CW - AB - 56+ **	19.7%	3.88%	2.29%	1.95%	29.4%	15.7%	20.0%	34.2%	41.4%	36.4%	24.0%
Target: CW - C - 12-30	15.6%	12.1%	16.7%	21.8%	21.3%	20.3%	20.9%	21.0%	35.9%	27.8%	26.3%
Target: CW - C - 31-55	14.4%	16.2%	17.6%	4.56%	25.5%	15.0%	16.1%	33.5%	47.8%	38.1%	25.0%
Target: CW - C - 56+ **	-	21.8%	1.88%	4.64%	23.0%	56.9%	14.1%	17.5%	36.9%	42.6%	42.6%
Target: CW - DE - 12-30	10.4%	7.17%	6.88%	5.66%	27.9%	11.8%	12.0%	13.2%	48.2%	28.4%	12.2%
Target: CW - DE - 31-55 **	5.34%	5.26%	14.0%	2.76%	22.2%	10.5%	14.0%	22.3%	33.2%	32.5%	22.4%
Target: CW - DE - 56+ **	-	6.19%	16.7%	9.15%	17.8%	-	7.52%	15.6%	33.2%	45.4%	21.6%

Table A3-60: Prefer Variety Shows – NE Region

Most frequently: Variety/Entertainment Shows											
	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Target: NE - AB - 12-30	18.0%	18.6%	19.5%	28.0%	19.5%	26.7%	21.5%	20.0%	28.8%	31.7%	26.8%
Target: NE - AB - 31-55	14.0%	16.7%	20.5%	21.8%	22.2%	24.7%	29.2%	20.9%	27.6%	30.7%	27.8%
Target: NE - AB - 56+	21.2%	19.3%	35.4%	22.1%	27.4%	22.4%	32.9%	28.2%	30.8%	30.9%	43.1%
Target: NE - C - 12-30	16.6%	22.9%	26.0%	28.6%	25.5%	28.9%	19.9%	18.8%	36.2%	37.7%	39.1%
Target: NE - C - 31-55	19.2%	20.5%	25.4%	23.0%	24.9%	29.0%	27.7%	24.1%	41.8%	36.1%	44.3%
Target: NE - C - 56+ **	21.3%	8.51%	21.8%	12.5%	16.5%	19.4%	28.1%	24.2%	40.9%	48.1%	42.6%
Target: NE - DE - 12-30	13.6%	20.6%	21.1%	21.4%	23.6%	35.2%	19.7%	15.9%	34.7%	34.8%	46.0%
Target: NE - DE - 31-55	9.40%	15.6%	22.4%	17.2%	20.8%	26.8%	20.9%	13.7%	51.0%	44.5%	49.9%
Target: NE - DE - 56+ **	2.61%	2.66%	18.1%	22.6%	12.1%	18.7%	14.0%	9.93%	38.3%	44.7%	32.8%

Table A3-61: Prefer Variety Shows – S Region

Most frequently: Variety/Entertainment Shows											
	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Target: S - AB - 12-30	16.0%	15.0%	14.5%	17.8%	18.1%	17.2%	13.5%	25.0%	30.2%	28.2%	20.0%
Target: S - AB - 31-55	10.9%	15.8%	21.3%	17.8%	23.0%	18.1%	16.0%	21.7%	29.5%	30.7%	19.6%
Target: S - AB - 56+	24.7%	16.7%	17.3%	20.8%	22.7%	17.7%	16.0%	19.8%	35.4%	30.6%	26.9%
Target: S - C - 12-30	14.1%	16.8%	13.2%	17.5%	20.2%	21.9%	16.4%	26.7%	43.3%	37.5%	28.8%
Target: S - C - 31-55	15.8%	13.9%	21.1%	16.4%	27.3%	20.4%	15.2%	28.1%	46.7%	36.6%	24.1%
Target: S - C - 56+	22.2%	12.6%	18.5%	17.5%	26.2%	22.2%	10.1%	21.1%	51.6%	42.1%	31.5%
Target: S - DE - 12-30	10.4%	16.2%	13.7%	15.8%	24.5%	16.8%	12.5%	26.7%	53.9%	44.3%	21.3%
Target: S - DE - 31-55	11.4%	15.9%	14.4%	11.1%	17.0%	21.9%	6.73%	18.0%	47.1%	33.1%	26.4%
Target: S - DE - 56+	18.6%	14.4%	7.20%	3.84%	16.9%	11.3%	6.29%	13.3%	48.9%	34.2%	28.9%

Table A3-62: Prefer Brazilian Series – SE Region

Most frequently:Series. National											
	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Target: SE - AB - 12-30	40.2%	38.9%	39.3%	38.1%	31.4%	35.7%	39.9%	34.4%	36.7%	32.0%	30.7%
Target: SE - AB - 31-55	39.5%	33.8%	32.1%	32.2%	29.5%	30.5%	33.7%	36.3%	32.5%	30.0%	28.4%
Target: SE - AB - 56+	31.2%	23.9%	26.3%	20.7%	20.3%	26.0%	25.3%	24.5%	23.6%	23.9%	20.8%
Target: SE - C - 12-30	43.5%	41.0%	37.7%	34.4%	36.5%	35.1%	36.2%	34.3%	35.4%	33.6%	28.7%
Target: SE - C - 31-55	37.0%	33.5%	29.5%	30.5%	31.8%	28.1%	30.2%	30.0%	26.7%	23.6%	22.6%
Target: SE - C - 56+	28.5%	23.5%	18.3%	19.4%	21.3%	13.5%	23.3%	18.1%	16.7%	16.3%	12.9%
Target: SE - DE - 12-30	36.7%	32.8%	29.8%	34.1%	25.7%	23.3%	32.7%	23.2%	19.9%	25.6%	31.1%
Target: SE - DE - 31-55	29.8%	24.3%	21.5%	24.0%	21.7%	16.3%	19.2%	15.8%	18.8%	12.9%	15.2%
Target: SE - DE - 56+	17.7%	15.3%	12.7%	17.9%	13.6%	9.17%	10.4%	10.0%	12.4%	9.78%	12.5%

Table A3-63: Prefer Brazilian Series – CW Region

Most frequently:Series. National											
	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Target: CW - AB - 12-30	30.8%	42.7%	35.1%	28.0%	39.6%	29.1%	35.7%	27.1%	29.8%	17.1%	24.3%
Target: CW - AB - 31-55	32.6%	29.1%	26.5%	28.4%	31.8%	22.2%	20.5%	15.0%	16.4%	22.0%	22.0%
Target: CW - AB - 56+ **	35.2%	4.63%	9.98%	18.8%	22.9%	18.5%	18.7%	9.45%	5.47%	8.15%	14.8%
Target: CW - C - 12-30	30.8%	26.6%	26.3%	23.7%	29.6%	37.4%	28.8%	23.8%	18.2%	21.8%	21.7%
Target: CW - C - 31-55	24.5%	22.2%	28.9%	9.95%	18.4%	18.4%	22.9%	12.7%	11.9%	19.1%	8.76%
Target: CW - C - 56+ **	9.69%	26.3%	36.2%	16.7%	24.5%	15.9%	2.30%	-	5.93%	1.40%	4.42%
Target: CW - DE - 12-30	30.3%	15.7%	24.6%	12.8%	28.8%	21.2%	18.8%	16.1%	12.1%	28.4%	14.7%
Target: CW - DE - 31-55 **	22.6%	10.0%	13.5%	16.8%	25.2%	14.4%	18.4%	8.59%	-	7.85%	17.8%
Target: CW - DE - 56+ **	5.66%	17.6%	10.1%	1.58%	31.2%	-	-	-	-	-	-

Table A3-64: Prefer Brazilian Series – NE Region

Most frequently:Series. National											
	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Target: NE - AB - 12-30	42.7%	39.6%	39.4%	46.0%	40.9%	43.0%	42.3%	38.5%	39.2%	39.9%	35.1%
Target: NE - AB - 31-55	41.0%	31.1%	40.7%	33.6%	34.4%	38.4%	44.3%	41.0%	40.9%	35.5%	43.0%
Target: NE - AB - 56+	37.5%	20.9%	25.8%	32.7%	34.1%	25.4%	40.1%	33.9%	24.9%	23.9%	27.5%
Target: NE - C - 12-30	44.0%	46.6%	47.7%	41.6%	42.7%	40.1%	40.2%	38.8%	40.4%	39.0%	41.1%
Target: NE - C - 31-55	38.4%	40.6%	41.1%	34.2%	38.7%	36.5%	41.8%	36.0%	34.7%	32.6%	41.7%
Target: NE - C - 56+ **	29.0%	26.0%	20.1%	20.4%	30.3%	29.4%	29.1%	20.7%	22.1%	18.6%	25.6%
Target: NE - DE - 12-30	37.0%	33.0%	32.5%	35.1%	39.1%	35.3%	35.0%	34.8%	27.6%	30.6%	35.6%
Target: NE - DE - 31-55	25.3%	27.4%	28.6%	33.0%	31.5%	33.5%	31.1%	24.9%	31.1%	23.8%	28.5%
Target: NE - DE - 56+ **	16.3%	12.8%	22.8%	32.5%	12.4%	28.2%	22.7%	14.3%	10.1%	18.2%	15.7%

Table A3-65: Prefer Brazilian Series – S Region

Most frequently:Series. National											
	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Target: S - AB - 12-30	31.0%	35.8%	37.8%	34.9%	30.3%	30.5%	33.1%	38.2%	34.4%	37.4%	25.9%
Target: S - AB - 31-55	25.3%	27.8%	34.4%	35.2%	28.4%	25.6%	28.6%	33.9%	30.4%	31.0%	22.0%
Target: S - AB - 56+	30.2%	28.0%	30.0%	28.7%	28.7%	20.0%	25.6%	26.2%	23.8%	26.1%	19.8%
Target: S - C - 12-30	31.2%	35.9%	38.9%	38.4%	37.3%	34.3%	30.5%	34.7%	38.2%	38.8%	26.3%
Target: S - C - 31-55	32.0%	30.1%	30.7%	35.2%	31.0%	28.6%	25.6%	29.5%	32.0%	31.1%	21.9%
Target: S - C - 56+	24.3%	23.4%	32.9%	31.4%	20.1%	25.7%	23.0%	19.2%	21.1%	24.7%	19.4%
Target: S - DE - 12-30	29.0%	30.2%	29.2%	29.0%	18.4%	29.7%	33.8%	39.6%	29.9%	29.2%	16.9%
Target: S - DE - 31-55	23.0%	23.5%	26.5%	22.9%	14.4%	24.0%	19.5%	20.5%	21.6%	9.42%	8.57%
Target: S - DE - 56+	17.5%	22.8%	13.6%	11.9%	8.05%	13.6%	8.49%	11.1%	23.5%	5.91%	10.1%

Table A3-66: Prefer International Series – SE Region

Most frequently:Series. International											
	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Target: SE - AB - 12-30	32.9%	40.8%	41.6%	43.3%	40.9%	47.3%	50.8%	49.7%	53.7%	42.8%	40.5%
Target: SE - AB - 31-55	25.8%	23.6%	29.4%	26.8%	24.6%	30.3%	34.6%	38.0%	33.8%	33.3%	29.2%
Target: SE - AB - 56+	15.1%	11.6%	14.8%	13.1%	17.0%	20.0%	22.2%	22.3%	23.4%	21.1%	21.4%
Target: SE - C - 12-30	26.6%	28.2%	31.3%	28.6%	32.0%	31.6%	37.4%	39.9%	38.2%	35.1%	32.6%
Target: SE - C - 31-55	12.9%	16.6%	15.1%	15.8%	17.8%	18.6%	24.0%	22.8%	20.8%	20.6%	18.0%
Target: SE - C - 56+	8.37%	8.39%	8.29%	8.52%	11.4%	8.16%	13.0%	10.3%	12.1%	11.4%	8.26%
Target: SE - DE - 12-30	19.1%	15.5%	16.4%	21.5%	18.6%	23.6%	31.1%	24.9%	21.2%	24.6%	28.4%
Target: SE - DE - 31-55	11.6%	11.1%	11.0%	8.63%	9.95%	7.91%	15.1%	13.5%	15.1%	11.2%	10.7%
Target: SE - DE - 56+	7.34%	5.25%	8.89%	5.43%	5.09%	7.33%	5.38%	6.11%	5.39%	5.01%	4.75%

Table A3-67: Prefer International Series – CW Region

Most frequently:Series. International											
	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Target: CW - AB - 12-30	40.4%	32.6%	37.7%	24.2%	43.8%	49.7%	51.5%	51.4%	49.5%	42.5%	47.0%
Target: CW - AB - 31-55	20.1%	12.8%	20.4%	13.7%	31.6%	28.4%	27.1%	19.8%	20.6%	19.5%	25.5%
Target: CW - AB - 56+ **	13.6%	3.88%	6.69%	-	18.7%	14.5%	17.1%	6.81%	6.10%	3.80%	10.3%
Target: CW - C - 12-30	10.7%	10.4%	18.0%	10.8%	26.1%	42.3%	45.0%	23.7%	24.5%	26.2%	20.3%
Target: CW - C - 31-55	7.68%	9.50%	7.17%	5.78%	16.7%	20.9%	20.9%	9.48%	12.5%	14.1%	11.1%
Target: CW - C - 56+ **	-	10.8%	-	-	17.5%	26.3%	2.88%	6.91%	9.12%	-	1.14%
Target: CW - DE - 12-30	3.49%	6.25%	15.5%	15.0%	23.8%	18.6%	13.2%	14.1%	22.3%	28.4%	14.6%
Target: CW - DE - 31-55 **	6.37%	1.58%	14.4%	5.53%	19.8%	8.28%	36.4%	15.0%	3.17%	-	19.9%
Target: CW - DE - 56+ **	3.40%	-	10.1%	9.15%	20.7%	11.6%	-	-	-	-	-

Table A3-68: Prefer International Series – NE Region

Most frequently:Series. International											
	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Target: NE - AB - 12-30	29.9%	23.7%	30.2%	37.9%	38.1%	44.1%	43.5%	52.5%	46.4%	48.3%	46.4%
Target: NE - AB - 31-55	16.6%	13.8%	18.6%	20.1%	23.5%	20.5%	23.7%	29.7%	26.6%	23.8%	32.2%
Target: NE - AB - 56+	13.2%	9.51%	10.0%	14.4%	13.5%	10.5%	14.9%	18.4%	14.7%	15.5%	15.5%
Target: NE - C - 12-30	19.0%	17.3%	20.4%	24.7%	29.4%	24.4%	22.4%	28.9%	26.4%	26.7%	34.5%
Target: NE - C - 31-55	17.3%	14.9%	16.7%	14.0%	18.4%	15.7%	17.8%	20.3%	20.5%	16.6%	17.7%
Target: NE - C - 56+ **	14.2%	5.24%	13.1%	9.60%	17.3%	6.02%	13.6%	9.41%	8.47%	8.86%	11.3%
Target: NE - DE - 12-30	9.33%	16.7%	17.1%	20.4%	23.0%	19.4%	19.4%	22.7%	12.5%	20.0%	18.9%
Target: NE - DE - 31-55	5.61%	7.80%	10.3%	9.99%	10.4%	14.1%	10.8%	8.45%	11.0%	10.8%	15.8%
Target: NE - DE - 56+ **	8.64%	5.56%	19.0%	15.7%	10.5%	11.3%	7.01%	1.62%	3.93%	8.60%	3.71%

Table A3-69: Prefer International Series – S Region

Most frequently:Series. International											
	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Target: S - AB - 12-30	31.4%	29.4%	42.4%	34.8%	40.7%	45.2%	45.0%	52.3%	44.7%	42.8%	38.6%
Target: S - AB - 31-55	16.0%	18.5%	23.4%	25.7%	24.6%	23.5%	26.8%	35.5%	31.2%	31.7%	25.1%
Target: S - AB - 56+	15.7%	14.3%	10.9%	18.3%	22.2%	19.0%	20.7%	22.9%	19.4%	21.7%	18.9%
Target: S - C - 12-30	22.3%	19.3%	28.6%	26.9%	35.0%	32.0%	35.1%	42.0%	37.6%	39.8%	22.4%
Target: S - C - 31-55	12.5%	13.0%	16.6%	15.3%	20.7%	17.8%	18.7%	23.2%	18.0%	16.9%	15.9%
Target: S - C - 56+	5.60%	7.77%	10.4%	7.55%	9.40%	12.3%	17.2%	14.0%	8.36%	14.1%	9.19%
Target: S - DE - 12-30	14.9%	17.8%	15.5%	17.7%	12.3%	29.9%	19.4%	37.9%	18.4%	19.9%	18.1%
Target: S - DE - 31-55	9.86%	11.6%	10.7%	9.17%	9.78%	8.44%	8.19%	17.3%	15.2%	8.28%	2.93%
Target: S - DE - 56+	5.18%	8.31%	6.56%	1.79%	5.56%	3.88%	1.89%	10.3%	10.6%	2.90%	6.39%

Table A3-70: Prefer Cartoons – SE Region

Most frequently:Cartoons											
	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Target: SE - AB - 12-30	45.4%	45.9%	43.0%	44.4%	43.6%	40.6%	43.3%	43.8%	46.6%	41.5%	36.4%
Target: SE - AB - 31-55	29.5%	31.0%	30.5%	29.1%	29.4%	28.6%	31.2%	31.8%	35.0%	29.9%	25.4%
Target: SE - AB - 56+	16.7%	15.8%	14.8%	13.1%	17.9%	16.9%	16.3%	16.3%	18.4%	17.1%	15.3%
Target: SE - C - 12-30	54.3%	54.2%	49.1%	50.9%	52.6%	49.8%	52.2%	53.8%	51.9%	49.3%	42.9%
Target: SE - C - 31-55	34.6%	34.1%	25.2%	31.2%	36.8%	28.4%	32.7%	32.9%	31.4%	28.6%	25.1%
Target: SE - C - 56+	24.8%	19.9%	10.9%	16.9%	24.3%	18.5%	22.6%	18.4%	20.7%	14.2%	14.4%
Target: SE - DE - 12-30	58.4%	50.0%	51.7%	51.5%	54.5%	48.5%	48.5%	55.8%	47.9%	50.3%	44.6%
Target: SE - DE - 31-55	26.6%	25.7%	25.7%	29.2%	28.4%	24.0%	23.6%	27.8%	30.3%	17.7%	23.4%
Target: SE - DE - 56+	16.6%	14.4%	9.94%	14.0%	16.4%	22.3%	16.8%	14.5%	17.7%	11.9%	11.5%

Table A3-71: Prefer Cartoons – CW Region

Most frequently:Cartoons											
	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Target: CW - AB - 12-30	48.6%	44.1%	48.9%	28.8%	37.1%	39.5%	37.0%	27.3%	39.9%	27.1%	30.4%
Target: CW - AB - 31-55	26.2%	26.7%	18.6%	24.2%	24.7%	27.7%	18.7%	15.5%	16.9%	16.5%	14.4%
Target: CW - AB - 56+ **	20.0%	3.88%	12.1%	4.53%	28.8%	34.9%	20.9%	9.37%	3.05%	7.93%	9.65%
Target: CW - C - 12-30	45.1%	40.6%	39.5%	31.5%	45.9%	42.9%	42.4%	36.2%	38.1%	28.0%	35.2%
Target: CW - C - 31-55	16.3%	19.5%	22.1%	19.5%	21.5%	22.7%	24.6%	13.7%	13.2%	22.5%	17.8%
Target: CW - C - 56+ **	4.85%	4.51%	8.08%	3.33%	15.5%	45.4%	3.41%	10.5%	2.64%	7.94%	11.9%
Target: CW - DE - 12-30	30.4%	33.7%	31.6%	22.6%	38.6%	55.0%	31.5%	30.5%	27.8%	33.2%	37.8%
Target: CW - DE - 31-55 **	16.5%	12.5%	20.5%	8.97%	37.6%	24.7%	5.41%	12.2%	14.7%	7.81%	29.5%
Target: CW - DE - 56+ **	3.40%	-	10.1%	9.15%	7.07%	-	35.2%	11.0%	13.5%	-	-

Table A3-72: Prefer Cartoons – NE Region

Most frequently:Cartoons											
	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Target: NE - AB - 12-30	40.6%	35.3%	43.2%	38.1%	43.9%	35.0%	40.0%	38.0%	35.6%	44.0%	38.9%
Target: NE - AB - 31-55	23.2%	23.8%	24.6%	24.9%	31.0%	26.9%	25.6%	30.2%	32.6%	33.2%	31.3%
Target: NE - AB - 56+	21.1%	14.3%	21.0%	12.3%	24.5%	24.1%	22.0%	14.7%	15.2%	15.3%	14.6%
Target: NE - C - 12-30	51.7%	49.8%	52.6%	48.6%	55.0%	49.2%	43.0%	50.2%	49.2%	56.0%	50.8%
Target: NE - C - 31-55	41.7%	35.3%	37.1%	34.2%	42.4%	35.8%	28.2%	37.5%	33.5%	35.2%	38.4%
Target: NE - C - 56+ **	41.6%	8.46%	12.8%	10.8%	16.7%	19.1%	17.3%	20.9%	16.2%	19.5%	17.0%
Target: NE - DE - 12-30	56.9%	52.7%	55.4%	53.1%	63.5%	54.3%	46.5%	49.7%	44.0%	49.1%	46.3%
Target: NE - DE - 31-55	36.1%	33.7%	31.4%	35.6%	38.0%	31.6%	28.5%	26.7%	41.3%	33.1%	30.0%
Target: NE - DE - 56+ **	7.31%	16.7%	22.2%	31.2%	37.7%	16.7%	13.5%	16.0%	16.5%	19.1%	12.4%

Table A3-73: Prefer Cartoons – S Region

Most frequently:Cartoons											
	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Target: S - AB - 12-30	39.6%	37.0%	37.1%	36.2%	43.9%	40.4%	38.8%	43.3%	41.9%	38.8%	23.4%
Target: S - AB - 31-55	19.7%	20.4%	29.2%	27.0%	28.9%	28.4%	25.3%	28.5%	31.5%	27.1%	16.1%
Target: S - AB - 56+	25.2%	8.19%	13.9%	14.3%	22.1%	16.4%	13.7%	15.1%	14.4%	11.0%	10.4%
Target: S - C - 12-30	45.3%	47.5%	42.4%	42.5%	56.8%	56.4%	43.9%	47.5%	53.5%	47.0%	31.8%
Target: S - C - 31-55	29.3%	25.6%	27.8%	24.2%	32.1%	35.8%	31.8%	32.4%	38.0%	28.2%	22.7%
Target: S - C - 56+	16.0%	9.69%	18.5%	14.0%	14.0%	21.0%	15.0%	15.8%	17.9%	14.9%	10.8%
Target: S - DE - 12-30	41.0%	51.5%	46.9%	46.6%	44.5%	60.4%	49.1%	46.6%	58.4%	31.0%	28.3%
Target: S - DE - 31-55	22.3%	27.5%	27.4%	21.7%	24.1%	43.6%	30.4%	25.5%	23.7%	19.1%	18.4%
Target: S - DE - 56+	10.9%	20.9%	14.3%	4.02%	8.73%	16.6%	12.3%	11.7%	8.91%	7.64%	5.35%

Table A3-74: Prefer Brazilian Soap Operas – SE Region

Most frequently: Soap Operas. Domestic											
	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Target: SE - AB - 12-30	52.7%	52.1%	55.3%	50.4%	47.4%	49.3%	49.3%	46.4%	51.3%	47.0%	41.0%
Target: SE - AB - 31-55	46.8%	51.0%	51.9%	49.9%	45.5%	48.0%	46.7%	48.7%	53.8%	48.5%	44.3%
Target: SE - AB - 56+	48.3%	53.6%	51.4%	45.8%	46.8%	51.9%	49.0%	49.2%	54.4%	50.2%	49.0%
Target: SE - C - 12-30	64.3%	61.7%	59.9%	56.2%	58.9%	60.5%	62.2%	57.7%	61.7%	57.8%	55.9%
Target: SE - C - 31-55	53.7%	59.7%	58.8%	57.0%	56.5%	57.8%	57.9%	55.3%	60.8%	56.1%	50.6%
Target: SE - C - 56+	55.2%	53.2%	59.4%	54.4%	54.9%	52.5%	62.2%	56.3%	59.3%	55.0%	57.5%
Target: SE - DE - 12-30	64.3%	65.0%	62.7%	66.1%	67.8%	64.4%	65.9%	62.0%	59.7%	68.8%	64.7%
Target: SE - DE - 31-55	53.2%	55.7%	57.0%	55.9%	56.1%	58.1%	58.2%	52.3%	57.6%	55.9%	53.3%
Target: SE - DE - 56+	56.6%	58.0%	53.6%	53.6%	51.7%	50.9%	52.4%	48.6%	53.7%	53.6%	45.2%

Table A3-75: Prefer Brazilian Soap Operas – CW Region

Most frequently: Soap Operas. Domestic											
	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Target: CW - AB - 12-30	45.5%	61.2%	52.3%	41.8%	48.9%	43.6%	48.9%	39.0%	42.8%	30.4%	30.9%
Target: CW - AB - 31-55	42.3%	39.0%	46.0%	50.8%	45.3%	37.4%	38.3%	42.5%	51.0%	40.0%	38.3%
Target: CW - AB - 56+ **	52.4%	47.8%	31.2%	39.4%	28.1%	44.4%	56.5%	45.3%	55.1%	49.8%	40.2%
Target: CW - C - 12-30	56.6%	65.9%	68.2%	54.0%	67.7%	60.5%	52.6%	53.0%	54.4%	47.8%	53.9%
Target: CW - C - 31-55	61.7%	50.2%	55.5%	57.4%	47.0%	48.7%	44.7%	49.9%	57.8%	69.5%	52.2%
Target: CW - C - 56+ **	71.0%	52.5%	71.9%	59.6%	71.9%	67.9%	44.3%	58.8%	57.7%	47.8%	50.1%
Target: CW - DE - 12-30	50.9%	56.4%	78.7%	59.8%	75.8%	70.5%	55.5%	45.4%	70.2%	54.8%	66.0%
Target: CW - DE - 31-55 **	53.5%	65.4%	44.3%	73.1%	62.4%	38.7%	38.6%	47.4%	51.8%	68.7%	62.5%
Target: CW - DE - 56+ **	37.8%	39.4%	84.6%	53.7%	47.6%	72.2%	60.7%	27.1%	51.0%	62.3%	37.7%

Table A3-76: Prefer Brazilian Soap Operas – NE Region

Most frequently: Soap Operas. Domestic											
	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Target: NE - AB - 12-30	51.2%	58.7%	61.4%	53.5%	50.3%	59.8%	56.8%	50.0%	47.0%	49.5%	41.8%
Target: NE - AB - 31-55	50.2%	48.5%	52.8%	50.1%	49.5%	48.3%	50.0%	48.9%	54.1%	55.6%	45.7%
Target: NE - AB - 56+	33.0%	50.6%	55.3%	51.5%	51.0%	53.0%	55.7%	58.1%	52.9%	52.1%	55.1%
Target: NE - C - 12-30	55.6%	59.1%	65.0%	64.2%	63.8%	64.1%	59.0%	58.5%	60.6%	61.8%	56.4%
Target: NE - C - 31-55	59.6%	55.9%	61.7%	55.0%	57.4%	60.9%	61.5%	59.5%	59.1%	56.0%	56.8%
Target: NE - C - 56+ **	58.5%	49.9%	58.1%	50.3%	62.3%	69.2%	59.7%	54.6%	54.5%	59.5%	51.8%
Target: NE - DE - 12-30	61.4%	65.7%	65.0%	59.8%	72.0%	66.7%	64.7%	63.1%	57.0%	63.3%	54.4%
Target: NE - DE - 31-55	51.0%	58.0%	55.9%	61.0%	65.2%	59.9%	65.3%	59.5%	62.0%	58.2%	62.5%
Target: NE - DE - 56+ **	49.1%	49.1%	56.3%	66.6%	54.6%	62.1%	47.6%	39.0%	50.2%	54.0%	46.4%

Table A3-77: Prefer Brazilian Soap Operas – S Region

Most frequently: Soap Operas. Domestic											
	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Target: S - AB - 12-30	49.8%	56.1%	52.5%	53.2%	51.8%	48.0%	50.2%	45.7%	46.9%	44.3%	42.6%
Target: S - AB - 31-55	45.6%	49.3%	54.8%	50.9%	48.7%	51.3%	47.0%	47.3%	48.0%	48.1%	38.8%
Target: S - AB - 56+	50.5%	53.9%	60.1%	49.5%	46.9%	49.3%	51.7%	48.0%	51.2%	54.1%	45.8%
Target: S - C - 12-30	56.2%	62.0%	65.8%	70.8%	62.3%	58.5%	53.7%	60.2%	57.7%	59.7%	53.2%
Target: S - C - 31-55	52.6%	62.7%	66.6%	60.5%	63.4%	62.7%	55.2%	57.4%	60.9%	56.0%	55.1%
Target: S - C - 56+	55.0%	63.1%	71.0%	62.4%	59.3%	57.4%	58.5%	56.0%	61.9%	66.9%	57.3%
Target: S - DE - 12-30	55.8%	64.5%	67.2%	60.0%	63.8%	71.7%	55.3%	56.5%	70.2%	57.1%	56.6%
Target: S - DE - 31-55	50.4%	56.7%	67.7%	60.4%	55.0%	64.9%	61.2%	65.0%	55.9%	54.7%	58.7%
Target: S - DE - 56+	55.8%	58.2%	50.7%	47.2%	36.1%	33.7%	62.3%	52.3%	57.5%	59.8%	55.0%

Table A3-78: Prefer International Soap Operas – SE Region

Most frequently: Soap Operas. International (other Latin American countries)											
	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Target: SE - AB - 12-30	8.70%	9.50%	10.9%	9.64%	6.40%	6.69%	5.99%	6.78%	5.73%	6.76%	7.00%
Target: SE - AB - 31-55	6.91%	5.14%	6.54%	5.70%	2.98%	2.24%	2.53%	3.47%	3.67%	5.40%	3.77%
Target: SE - AB - 56+	7.18%	6.22%	5.31%	2.88%	3.07%	1.35%	1.96%	2.31%	4.35%	3.10%	3.59%
Target: SE - C - 12-30	18.7%	19.0%	18.6%	13.6%	14.1%	8.93%	7.64%	9.44%	7.97%	11.4%	12.6%
Target: SE - C - 31-55	15.1%	15.3%	13.5%	8.58%	6.90%	4.98%	5.10%	5.62%	5.69%	8.53%	9.09%
Target: SE - C - 56+	14.5%	11.1%	10.4%	7.26%	2.87%	2.87%	4.32%	2.92%	5.81%	8.02%	8.69%
Target: SE - DE - 12-30	22.1%	22.5%	17.2%	19.4%	14.5%	6.44%	4.56%	8.99%	12.5%	13.8%	20.2%
Target: SE - DE - 31-55	19.9%	20.2%	14.7%	13.1%	10.0%	8.68%	4.97%	5.66%	8.14%	12.5%	5.91%
Target: SE - DE - 56+	17.6%	14.0%	15.3%	7.70%	7.84%	0.95%	2.04%	1.64%	3.12%	10.6%	7.69%

Table A3-79: Prefer International Soap Operas – CW Region

Most frequently: Soap Operas. International (other Latin American countries)											
	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Target: CW - AB - 12-30	4.78%	16.0%	9.53%	4.13%	6.47%	8.28%	2.22%	4.01%	2.42%	5.36%	5.97%
Target: CW - AB - 31-55	7.44%	7.51%	5.12%	9.82%	5.28%	3.90%	1.71%	1.51%	3.48%	2.78%	1.06%
Target: CW - AB - 56+ **	7.12%	4.63%	9.11%	8.25%	5.45%	-	8.83%	4.05%	1.35%	-	1.69%
Target: CW - C - 12-30	13.6%	7.57%	18.5%	13.5%	5.75%	11.3%	8.21%	7.10%	6.06%	14.1%	7.20%
Target: CW - C - 31-55	13.8%	3.95%	17.7%	12.1%	6.69%	5.01%	2.54%	2.35%	1.96%	5.94%	4.88%
Target: CW - C - 56+ **	15.3%	13.0%	44.5%	-	8.94%	17.8%	7.99%	-	-	5.26%	8.01%
Target: CW - DE - 12-30	8.21%	9.16%	27.9%	11.7%	19.5%	7.96%	5.47%	8.76%	4.42%	12.2%	10.6%
Target: CW - DE - 31-55 **	16.5%	10.7%	18.8%	12.6%	5.33%	11.3%	5.41%	2.32%	-	7.85%	26.2%
Target: CW - DE - 56+ **	21.9%	7.68%	31.7%	-	4.66%	-	-	-	-	9.85%	21.7%

Table A3-80: Prefer International Soap Operas – NE Region

Most frequently: Soap Operas. International (other Latin American countries)											
	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Target: NE - AB - 12-30	5.90%	5.94%	9.18%	8.43%	9.09%	8.17%	7.17%	4.73%	5.29%	6.96%	7.15%
Target: NE - AB - 31-55	6.05%	5.15%	5.49%	6.35%	5.58%	5.74%	4.14%	4.70%	3.59%	7.31%	3.18%
Target: NE - AB - 56+	3.29%	1.53%	2.03%	5.38%	8.98%	5.73%	3.54%	4.57%	2.63%	3.45%	4.24%
Target: NE - C - 12-30	11.0%	15.2%	16.2%	18.2%	16.3%	10.9%	6.54%	8.84%	11.7%	8.75%	12.2%
Target: NE - C - 31-55	11.6%	11.2%	8.22%	16.4%	12.2%	9.19%	7.86%	4.82%	13.7%	9.05%	9.19%
Target: NE - C - 56+ **	10.3%	12.3%	6.05%	16.0%	11.4%	7.24%	7.74%	3.99%	3.89%	8.09%	5.65%
Target: NE - DE - 12-30	14.9%	24.4%	25.5%	21.4%	29.2%	13.4%	11.6%	12.7%	7.96%	10.3%	11.2%
Target: NE - DE - 31-55	9.55%	19.8%	18.2%	19.8%	16.4%	10.3%	6.65%	8.05%	12.0%	10.3%	13.2%
Target: NE - DE - 56+ **	18.2%	18.1%	29.1%	17.2%	19.2%	12.7%	1.72%	4.46%	2.79%	3.58%	7.32%

Table A3-81: Prefer International Soap Operas – S Region

Most frequently: Soap Operas. International (other Latin American countries)											
	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Target: S - AB - 12-30	4.39%	7.06%	10.6%	8.54%	6.52%	4.95%	6.60%	4.05%	3.86%	5.07%	3.21%
Target: S - AB - 31-55	4.27%	4.66%	2.71%	3.86%	4.15%	3.98%	3.19%	2.55%	3.67%	2.66%	1.13%
Target: S - AB - 56+	4.70%	5.16%	2.51%	3.88%	5.71%	2.79%	3.79%	0.94%	2.17%	2.96%	2.19%
Target: S - C - 12-30	12.1%	14.6%	16.9%	15.6%	14.3%	8.83%	7.20%	6.82%	6.27%	7.63%	6.13%
Target: S - C - 31-55	10.7%	9.60%	12.3%	10.1%	7.84%	7.00%	5.53%	6.07%	3.89%	7.75%	4.34%
Target: S - C - 56+	6.28%	10.7%	13.4%	12.4%	7.85%	2.41%	5.63%	4.47%	2.03%	3.48%	4.33%
Target: S - DE - 12-30	15.3%	20.4%	25.5%	15.8%	11.2%	9.77%	0.97%	8.43%	6.69%	10.7%	16.4%
Target: S - DE - 31-55	11.9%	15.2%	11.9%	14.7%	8.93%	6.40%	2.14%	2.91%	10.4%	2.58%	1.10%
Target: S - DE - 56+	9.18%	11.3%	6.71%	15.7%	4.16%	6.84%	3.71%	4.55%	1.73%	4.72%	6.39%

Table A3-82: Prefer Science and Technology Programming – SE Region

Most frequently: Science & Technology											
	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Target: SE - AB - 12-30	25.6%	24.9%	22.5%	23.0%	23.3%	22.3%	22.7%	24.9%	23.6%	21.1%	16.6%
Target: SE - AB - 31-55	30.2%	26.3%	25.2%	26.0%	27.9%	26.3%	26.5%	25.4%	27.0%	24.8%	18.3%
Target: SE - AB - 56+	22.7%	19.5%	22.8%	20.5%	23.1%	23.8%	24.3%	22.4%	19.3%	18.5%	18.4%
Target: SE - C - 12-30	16.2%	17.0%	13.1%	15.1%	14.5%	15.2%	15.6%	18.3%	15.1%	13.2%	10.4%
Target: SE - C - 31-55	15.5%	15.4%	12.0%	12.1%	15.0%	14.9%	13.5%	14.9%	12.9%	12.8%	8.67%
Target: SE - C - 56+	8.93%	8.89%	6.38%	11.6%	10.5%	5.93%	12.2%	10.6%	11.9%	9.86%	4.68%
Target: SE - DE - 12-30	15.4%	8.34%	10.7%	9.38%	6.63%	7.96%	10.8%	12.3%	13.6%	10.5%	11.5%
Target: SE - DE - 31-55	9.44%	9.71%	7.87%	7.73%	6.20%	6.17%	7.95%	8.89%	7.44%	6.63%	8.12%
Target: SE - DE - 56+	6.09%	6.09%	7.62%	6.57%	5.47%	2.84%	2.72%	4.10%	4.39%	4.97%	4.40%

Table A3-83: Prefer Science and Technology Programming – CW Region

Most frequently: Science & Technology											
	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Target: CW - AB - 12-30	28.8%	28.5%	33.4%	24.3%	19.5%	36.1%	26.9%	26.6%	19.3%	17.1%	21.6%
Target: CW - AB - 31-55	38.8%	24.2%	29.6%	17.5%	22.8%	21.6%	19.3%	16.0%	20.8%	14.2%	12.5%
Target: CW - AB - 56+ **	35.2%	12.5%	22.9%	11.0%	25.1%	17.7%	17.9%	12.1%	19.0%	18.8%	12.5%
Target: CW - C - 12-30	14.5%	15.2%	13.9%	13.1%	12.7%	27.1%	16.1%	10.4%	17.5%	14.3%	9.67%
Target: CW - C - 31-55	19.6%	24.2%	15.7%	10.8%	12.3%	15.1%	12.9%	8.10%	14.2%	8.45%	8.45%
Target: CW - C - 56+ **	15.3%	-	5.64%	4.16%	16.7%	26.3%	8.59%	8.93%	11.8%	-	1.14%
Target: CW - DE - 12-30	18.0%	4.88%	4.66%	6.26%	6.19%	1.32%	1.81%	12.6%	6.77%	5.01%	9.86%
Target: CW - DE - 31-55 **	0.87%	0.79%	1.69%	5.10%	5.67%	2.91%	8.82%	2.84%	8.97%	-	-
Target: CW - DE - 56+ **	-	-	-	-	10.8%	-	-	5.76%	5.17%	-	-

Table A3-84: Prefer Science and Technology Programming – NE Region

Most frequently: Science & Technology											
	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Target: NE - AB - 12-30	29.4%	24.3%	26.6%	26.4%	32.5%	31.9%	35.2%	28.0%	25.8%	32.4%	29.1%
Target: NE - AB - 31-55	35.0%	28.4%	24.9%	29.3%	39.2%	35.4%	34.0%	32.9%	26.9%	26.5%	26.5%
Target: NE - AB - 56+	33.7%	26.3%	18.6%	24.2%	36.1%	38.4%	37.1%	27.9%	23.6%	22.5%	22.3%
Target: NE - C - 12-30	22.6%	23.1%	24.9%	21.6%	32.0%	27.6%	22.3%	21.7%	22.6%	22.8%	19.9%
Target: NE - C - 31-55	28.8%	27.3%	24.4%	19.9%	25.0%	25.1%	21.9%	20.2%	19.9%	17.0%	15.2%
Target: NE - C - 56+ **	19.5%	11.2%	23.8%	13.2%	18.3%	29.2%	16.7%	16.1%	10.4%	12.5%	16.3%
Target: NE - DE - 12-30	13.5%	12.4%	21.4%	15.0%	20.0%	27.5%	15.3%	20.2%	13.2%	14.2%	15.4%
Target: NE - DE - 31-55	12.7%	10.7%	14.0%	15.5%	12.9%	21.4%	16.0%	13.1%	20.4%	6.52%	7.83%
Target: NE - DE - 56+ **	6.88%	3.96%	11.8%	13.4%	7.88%	11.9%	10.2%	8.98%	2.18%	3.11%	5.20%

Table A3-85: Prefer Science and Technology Programming – S Region

Most frequently: Science & Technology											
	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Target: S - AB - 12-30	22.2%	23.9%	25.1%	24.6%	27.7%	30.2%	24.4%	28.0%	24.2%	22.2%	15.7%
Target: S - AB - 31-55	24.1%	24.7%	28.5%	30.9%	29.9%	28.2%	22.6%	30.7%	26.4%	28.0%	18.1%
Target: S - AB - 56+	22.2%	28.3%	22.3%	25.6%	28.7%	28.0%	31.2%	30.9%	23.2%	21.4%	17.3%
Target: S - C - 12-30	15.9%	22.1%	15.7%	12.0%	15.5%	20.1%	18.0%	18.9%	19.3%	21.4%	12.9%
Target: S - C - 31-55	15.8%	13.1%	15.9%	11.7%	19.5%	16.8%	16.7%	13.4%	16.9%	16.0%	10.1%
Target: S - C - 56+	11.7%	15.8%	20.3%	13.9%	11.8%	10.9%	9.47%	9.43%	8.62%	8.46%	8.28%
Target: S - DE - 12-30	13.6%	12.4%	9.61%	10.3%	8.16%	16.9%	12.4%	13.5%	6.50%	14.3%	9.31%
Target: S - DE - 31-55	6.29%	12.5%	9.06%	6.90%	5.25%	11.0%	4.34%	9.66%	13.4%	6.75%	2.88%
Target: S - DE - 56+	13.0%	9.65%	3.69%	-	1.16%	8.98%	1.89%	2.42%	3.24%	4.88%	2.37%

Table A3-86: Prefer Science Fiction Programming – SE Region

Most frequently:Sci-Fi Movies											
	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Target: SE - AB - 12-30	37.4%	40.8%	42.8%	42.4%	41.9%	44.0%	43.5%	43.1%	42.4%	40.8%	38.9%
Target: SE - AB - 31-55	39.4%	37.1%	38.6%	41.4%	40.6%	42.4%	43.1%	37.8%	38.1%	38.0%	36.1%
Target: SE - AB - 56+	29.3%	23.2%	30.7%	32.1%	21.6%	27.1%	27.0%	24.0%	25.8%	26.8%	24.1%
Target: SE - C - 12-30	35.3%	36.3%	31.5%	32.4%	37.0%	33.6%	33.6%	32.8%	33.6%	37.8%	32.1%
Target: SE - C - 31-55	28.9%	29.5%	29.4%	28.5%	27.4%	26.5%	27.6%	28.3%	27.5%	24.5%	22.2%
Target: SE - C - 56+	16.8%	15.9%	12.9%	13.2%	14.4%	10.8%	12.6%	12.9%	13.1%	16.8%	12.9%
Target: SE - DE - 12-30	26.6%	24.7%	26.9%	27.0%	27.4%	27.0%	28.6%	23.5%	26.3%	32.2%	27.7%
Target: SE - DE - 31-55	22.4%	22.7%	22.5%	19.8%	19.6%	14.0%	10.8%	14.9%	20.1%	22.1%	25.5%
Target: SE - DE - 56+	17.1%	11.0%	6.31%	14.2%	8.81%	6.81%	7.03%	10.2%	7.60%	10.6%	8.53%

Table A3-87: Prefer Science Fiction Programming – CW Region

Most frequently:Sci-Fi Movies											
	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Target: CW - AB - 12-30	43.9%	46.2%	36.3%	31.3%	39.3%	44.0%	33.2%	27.9%	32.2%	32.7%	30.9%
Target: CW - AB - 31-55	38.3%	26.3%	26.9%	39.2%	34.6%	30.5%	30.4%	21.8%	26.0%	24.9%	29.3%
Target: CW - AB - 56+ **	39.6%	7.17%	35.3%	19.5%	46.9%	29.9%	14.0%	12.7%	22.2%	8.32%	14.1%
Target: CW - C - 12-30	35.6%	29.8%	29.2%	21.3%	32.6%	37.7%	21.9%	24.9%	17.2%	32.1%	23.4%
Target: CW - C - 31-55	33.5%	24.8%	29.4%	20.7%	17.4%	25.6%	14.7%	20.1%	25.2%	15.3%	15.8%
Target: CW - C - 56+ **	34.8%	17.7%	8.75%	10.5%	13.3%	32.8%	2.88%	9.65%	7.96%	1.73%	4.97%
Target: CW - DE - 12-30	26.9%	13.5%	32.1%	20.1%	23.0%	13.2%	9.50%	7.99%	21.7%	19.7%	14.2%
Target: CW - DE - 31-55 **	13.1%	10.5%	27.0%	13.1%	23.4%	2.82%	5.03%	3.43%	-	18.9%	7.86%
Target: CW - DE - 56+ **	3.40%	3.84%	10.1%	18.8%	9.93%	-	-	18.1%	-	6.64%	-

Table A3-88: Prefer Science Fiction Programming – NE Region

Most frequently:Sci-Fi Movies											
	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Target: NE - AB - 12-30	43.8%	35.6%	37.5%	41.5%	41.2%	47.8%	47.2%	44.7%	46.2%	49.4%	47.6%
Target: NE - AB - 31-55	36.6%	26.7%	38.8%	31.1%	41.9%	35.5%	39.6%	46.6%	41.4%	35.0%	36.1%
Target: NE - AB - 56+	32.4%	16.7%	21.1%	26.8%	26.9%	26.1%	28.2%	24.1%	28.0%	21.4%	20.2%
Target: NE - C - 12-30	47.7%	35.4%	42.9%	34.4%	33.2%	34.6%	38.1%	36.7%	37.6%	34.3%	32.4%
Target: NE - C - 31-55	36.1%	31.4%	32.3%	27.9%	35.1%	30.6%	34.0%	33.3%	31.4%	23.7%	25.4%
Target: NE - C - 56+ **	26.9%	9.59%	24.3%	10.9%	19.3%	22.9%	24.0%	16.2%	17.2%	6.22%	13.8%
Target: NE - DE - 12-30	25.2%	25.8%	28.9%	27.0%	32.5%	30.9%	31.9%	34.1%	22.2%	23.9%	31.5%
Target: NE - DE - 31-55	21.6%	19.9%	17.9%	23.2%	20.2%	23.8%	22.5%	20.6%	24.2%	12.0%	12.6%
Target: NE - DE - 56+ **	12.7%	8.00%	4.80%	20.9%	25.9%	10.8%	21.7%	9.29%	9.95%	3.99%	7.71%

Table A3-89: Prefer Science Fiction Programming – S Region

Most frequently:Sci-Fi Movies											
	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Target: S - AB - 12-30	38.0%	39.9%	47.9%	44.6%	33.0%	39.4%	37.8%	51.8%	52.5%	39.2%	37.7%
Target: S - AB - 31-55	37.1%	35.6%	44.1%	42.7%	35.2%	30.1%	38.1%	42.8%	45.7%	38.3%	34.1%
Target: S - AB - 56+	26.3%	22.6%	24.7%	38.4%	31.0%	24.6%	24.2%	24.1%	28.8%	26.8%	24.4%
Target: S - C - 12-30	30.9%	40.9%	39.1%	35.2%	36.3%	33.5%	35.6%	43.2%	42.1%	44.5%	31.3%
Target: S - C - 31-55	33.0%	29.9%	26.9%	30.0%	31.1%	25.8%	31.6%	33.5%	38.2%	34.2%	23.5%
Target: S - C - 56+	12.9%	22.2%	22.8%	14.3%	15.9%	10.1%	21.5%	18.5%	16.6%	17.8%	11.4%
Target: S - DE - 12-30	23.0%	33.9%	36.9%	28.5%	27.2%	20.8%	31.6%	33.1%	43.1%	29.2%	20.2%
Target: S - DE - 31-55	16.7%	25.0%	30.4%	20.5%	20.2%	16.6%	19.9%	25.7%	26.5%	22.2%	15.6%
Target: S - DE - 56+	7.77%	11.3%	11.6%	4.24%	4.23%	11.3%	18.0%	12.5%	10.9%	7.95%	8.66%

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VITA

Jeremiah has a doctorate from the University of Texas at Austin in the area of Media and Television Trends in Brazil with additional specialization in information and communication technology (ICT) use in the immigrant process, especially among U.S. Latino immigrants, as well as, community informatics, new media, virtual worlds and digital humanities. Jeremiah has published numerous academic articles including, "Demographics of Virtual Worlds" (Journal of Virtual Worlds Research, Vol. 1, Number 2, 2008); is the co-editor of the book titled, "Persistence of Inequity in the Technopolis: Race, Class, Gender and the Digital Divide in Austin" published by University of Texas at Austin Press in 2012; is the principal author of a chapter titled "Cultural Geography of Race in Austin" with extensive mapping of the historical racial segregation over 100 years in Austin, Texas; and the lead author of an article published in the International Migration journal titled, "Generational Shifts in Language Use Among US Latinos: Mobility, Education and Occupation," published in January 2011. Additionally, he has been a supporting researcher on the Austin Internet and Global Citizen Survey in partnership with the City of Austin Telecommunications Office, the University of Texas at Austin / Portugal Digital Divide Research Project – a comparative research project focusing on multigenerational use of information and communications technologies (ICTs). Jeremiah is currently writing his doctoral dissertation: A Case Study in Poverty and Technology Use in Austin, Texas.

Jeremiah Spence is the founder and founding editor-in-chief of the peer-reviewed, online, academic publication: the Journal of Virtual Worlds Research, and has given presentations related to virtual worlds research at conferences in Brazil, Canada, Germany, Israel, the Netherlands and the United States. Jeremiah has a Master of Arts in International Communications Theory and Technology Policy, and has been a visiting researcher at the University of São Paulo′s School of the Future and the Institute of Information Science at the Federal University of Bahia, both in Brazil. Additionally, he has been invited to speak on the virtual worlds and immersive technologies at the National Research Council of Canada′s Institute of Information Technology, Federal University of Rio Grande do Sul, Unisinos, the Eduverse Foundation (Netherlands), and the University of Bonn (Germany). Jeremiah is fluent in both Portuguese and Spanish.

Permanent address and email: Jeremiah P. Spence, 1108 Lavaca Street #110-494, Austin, Texas 78701, USA – jeremiah.spence@gmail.com.